
FORMULA 1
GRAND PRIX
DU CANADA

30 SECONDS



Open on an image of race track flying by and the sudden appearance of the track markings.

SFX: The immediate sound of an F1 car accelerating, and the *whoosh-whoosh-whoosh-whoosh* of the track markings rushing by.

The Grand Prix Logo animates in with elegance, contrasting, the aggressive shot and sound.



Hard cut to a high, patient shot of the starting blocks. The intense sound design drops, leaving an epic silence for our voice to come in.

VO EN *There are events, that can't be described.*

VO FR *Certains événement dépassent les mots.*

VO EN *They must be lived.*

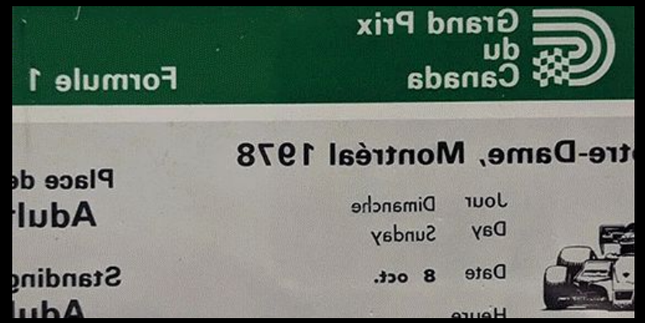
VO FR *Ils doivent être vécus.*

SFX: We hear the muffled and echoey sound of a cheering crowd from race day. It rises in volume as we cut...



Cut to a series of images of race day and circuit gilles villeneuve. The image are layers and animated, with various race headlines and coverage flying into the frame in a dynamic way.

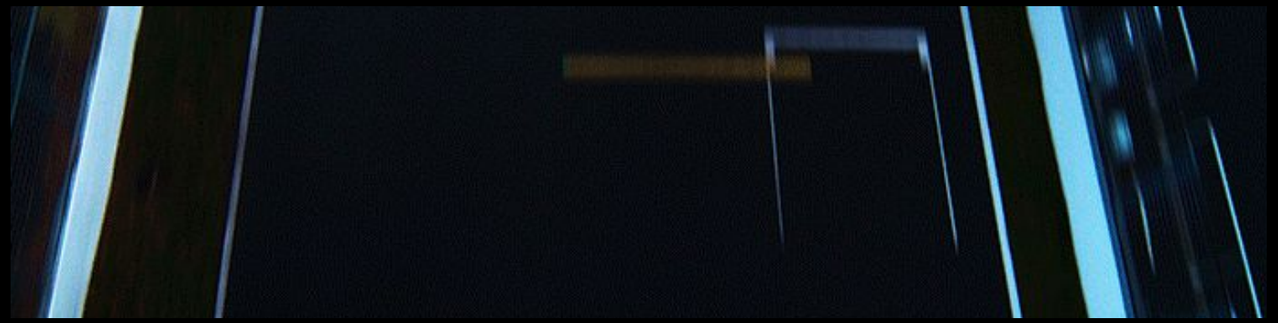
SFX: We hear vintage snippets of old race day broadcasts, in both french and english, that mix with the roar of the crowd.



The motion design sequence flips into a cascade of snippets and animations of legacy Grand Prix tickets.

VO EN *Then remembered, forever.*

VO FR *Puis, on s'en souvient, pour toujours.*



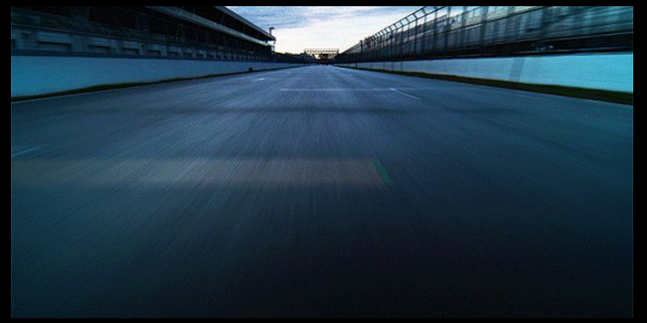
Cut to a long, drawn out top shot of the starting blocks that steadily tilts upwards.

VO EN *The Formula 1 AWS Grand Prix du Canada.*

VO FR *Le Grand Prix AWS de Formule 1 du Canada.*

VO EN *One ticket. Four days.*

VO FR *Un billet. Quatre jours.*



Cut to a hyper intense montage of racing, full sound design, until a hard cut to silence, end logo and VO.

VO EN *The biggest race programming in our history: F1 Sprint. F2F3. And F1 Academy. Tickets at GPCanada.ca..*

15 SECONDS



Open on a high, patient shot of the starting blocks. The Grand Prix Logo animates in with elegance.

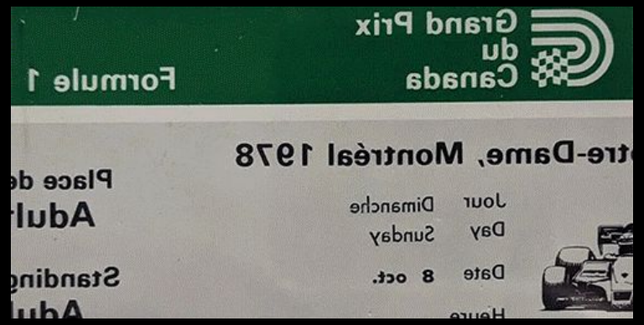
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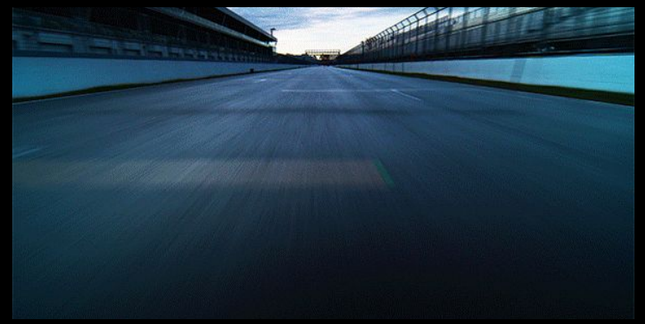
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