



Hard Way, Easy Way - 2014 ENTUNE/VENZA

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CLIENT: Southern California Toyota Dealers  
FOR: Television  
TITLE: Hard Way, Easy Way – Prius PI  
I.D.#:  
AS RECORDED:

Date: 12/2/13  
Job#: TBD  
Rev. #: ORIG.  
Size/Length: :60  
Client Approved:

VIDEO

The Johnsons sit in the back seat, sandwiched in between a fat gas station attendant in smelly, oily uniform ("Big Ed") and a maitre D in a tuxedo.

Angle on Maitre d'.

Angle on Big Ed, now essentially sitting on Amy's lap, pointing to something up ahead.

They pull up and the Maitre D' hops out.

The Johnson's look at each other, puzzled.

The Johnsons sit in the front seat of a 2014 Venza.

The Johnsons hop out of the car and head into a movie theater.

MAITRE D' STATION

The Johnsons wait with the other couple. The maitre d' returns.

WIDEN TO REVEAL Big Ed is waiting with them, fishing the cherry out of a Shirley Temple.

AUDIO

ANNOUNCER: When it comes to planning a night out, there's the hard way...

BIG ED: (*leaning on Amy*) Bro. You wanna make the next left. Wait, no-- (*points*) Slow down, bro. Stop! No that's the lane you gotta be in.

MAITRE D': (*rolls his eyes*)Dangling prepositions.

BIG ED: And that fancy joint's about fifty feet up on the right.

MAITRE D': Very good. I'll make a reservation for you. Say, 7:30?  
DRIVER: Great!

ANNOUNCER: And an easy way...

ANNOUNCER: With the Entune App Suite, you can make dinner reservations, grab movie tickets and get GPS navigation with a simple touch of a screen.

VOICE OVER (CONT'D)  
Or, you can do it the hard way...

MAITRE D'  
Right this way, your table is ready.

AMY JOHNSON (*embarrassed*): Actually, it looks like we're going to be five now...