

Synergy Diesel Efficient Commercial: Heavy Duty – Funky Fresh

0:00 [OPEN ON MAN STANDING BETWEEN TWO FUEL PUMPS WITH THE ESSO SYNERGY DIESEL LOGOS AT NIGHT. ANOTHER MAN IS FUELING HIS TRACTOR TRAILER IN THE BACKGROUND.]

[ON-SCREEN LEGAL READS “Applies to Synergy Diesel Efficient fuel compared to diesel fuel without detergent additive. Actual benefits will vary depending on factors such as vehicle/engine type, driving style and diesel previously used. Concentration and availability of our proprietary additive package may vary based on factors beyond our control. Visit esso.ca for more details.”]

Man: At Esso and Mobil stations, we offer a different diesel fuel that helps keeps your engine cleaner and gives you better fuel economy.

0:07 [WE ZOOM IN ON THE TALKING MAN]

It’s called Synergy Diesel Efficient fuel.

0:09 [loud rock music intro plays]
[CUT TO A ROUGH AND TOUGH LOOKING MAN WHO IS SURROUNDED BY A MASSIVE P.A. SYSTEM AND STADIUM LIGHTING]

Bob Oakman: Billy Big Rigger got a funky fresh mix.

0:11 [music cuts out]
[CUT BACK TO MAN AT PUMPS, GESTURING TO THE ROUGH MAN TO HIS LEFT]

Man: Oh, and we’ve hired Bob Oakman, monster truck announcer to help everybody get as excited as we are.

0:16 [loud rock music plays again]
[CUT TO BOB. WE ZOOM IN ON HIS FACE AS HE ANNOUNCES.]

Bob Oakman: I want to marry this fuel, no prenup.

0:20 [MUSIC CUTS OUT]
;CUT TO MAN BETWEEN THE TWO FUEL PUMPS AS HE SHRUGS AND SHAKES HIS HEAD SLIGHTLY]

Man: Can’t marry fuel.

0:20 [LOUD ROCK MUSIC STARTS]
[CUT TO BOB]

Bob Oakman: I don’t love this fuel, I’m in love with this fuel.
[MUSIC CUTS OUT]

0:24 [CUT TO MAN BETWEEN PUMPS]

Man: Synergy Diesel Efficient fuel. Only at Esso and Mobil stations.

0:28 [CUT TO ESSO AND MOBIL LOGOS ON BLACK SCREEN WITH TEXT THAT READS "SYNERGY DIESEL EFFICIENT™" WHILE ROCK MUSIC STARTS PLAYING]

Bob Oakman: Heart emoji