

Synergy Diesel Efficient Commercial: Light Duty - Excitement

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

[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.

It’s called...

0:07 [loud rock music intro plays]
[CUT TO A ROUGH AND TOUGH LOOKING MAN WHO’S SURROUNDED BY A MASSIVE P.A. SYSTEM AND STADIUM LIGHTING]

Bob Oakman: Synergy Diesel Efficient fuel!

0:09 [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, professional monster truck announcer to get everyone as excited as we are.

0:14 [loud rock music plays again]
[CUT TO BOB, WHO SLIDES THE VOLUME CONTROL TO 10 AND CONTINUES TO NARRATE FOR THE MAN AT THE PUMPS]

Bob Oakman: So excited. Feeling overwhelmed. My body’s tingling, and I...
[Bob’s voice slows and fades at the last word as the mic makes feedback noise, music shuts off]

0:19 [BOB PASSES OUT. CUT TO MAN BETWEEN PUMPS.]

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

0:27 [BOB WAKES UP, AND CONTINUES TO ANNOUNCE]

Bob Oakman: [rock music plays again]
This Sunday, the dirty boys and the mud bog return.

0:28 [CUT TO ESSO AND MOBIL LOGOS ON BLACK SCREEN WITH TEXT THAT READS “SYNERGY DIESEL EFFICIENT™”]