

Transcript: Respect Your Ride (30 Seconds)

0:00 [Music playing]
[OPENING SCENE: CUSTOMERS FILLING UP THEIR CARS AT AN ESSO GAS STATION]

0:03 [CUT TO CLOSEUP OF CUSTOMERS ARM REACHING OUT TO CHOOSE ESSO SUPREME FUEL AT AN ESSO PUMP]

VO: At Esso, we believe you should treat others the way you'd like to be treated.

0:04 [CUT TO SCENE OF WOMEN WALKING OUT OF THE STORE AT THE ESSO GAS STATION HOLDING A RECEIPT, SMILING AND WALKING TOWARDS A MAN WHO IS FUELING AT THE PUMP]

0:06 [CUT TO SHOT OF WOMAN MEETING THE MAN AT THE PUMP, SHOWS HIM THE RECEIPT. THEY STAND BESIDE THEIR VEHICLE, LOOK AT THE RECEIPT AND SMILE]

VO: And the same goes for your car.

0:08 [CUT TO SCENE OF COUPLE SITTING LAKESIDE BY A CAMPFIRE IN THE OPEN TRUNK OF THEIR CAR]

0:09 [CUT TO CLOSEUP OF THE COUPLE SITTING AFFECTIONATELY IN THE OPEN TRUNK OF THEIR CAR]

0:10 [CUT TO CLOSEUP OF THE CAMPFIRE WITH THE SAME COUPLE IN THE BACKGROUND]

VO: After all, they've given us a home away from home

0:11 [CUT TO CLOSEUP ON A MAN IN THE PASSENGER SIDE OF A MOVING VEHICLE, SMILING AND LOOKING EXCITED]

0:12: [CUT TO SCENE OF CANADIAN HOCKEY FANS CELEBRATING A WIN IN THEIR VEHICLES, HONKING AND CHEERING, WEARING HOCKEY CANADA GEAR]

VO: helped us celebrate

0:13 [CUT TO CLOSE UP OF MAN IN THE PASSENGER SIDE OF A CAR PROUDLY WEARING HIS HOCKEY CANADA JERSEY AND CHIRPING]

VO: and start new chapters

0:15 [CUT TO SCENE OF TWO BRIDES AT WEDDING CEREMONY HAPPILY SKIPPING DOWN THE ISLE]

0:16 [CUT TO WEDDING SCENE WITH TWO BRIDES DRIVING AWAY IN CONVERTIBLE WITH THE TOP DOWN]

VO: Cars have been there for us

0:18 [CUT TO SCENE OF A KID SHOOTING PUCK INTO A NET AT NIGHT, OUTSIDE OF A BARN]

VO: so let's be there for them with the premium fuel they deserve.

0:20 [CUT TO SCENE OF FATHER STANDING BY HIS TRUCK, SMILING, SHINING LIGHTS ON THE BARN SO THAT THE KID CAN SEE AS HE CONTINUES TO SHOOT PUCKS]

0:21 [CUT TO SCENE FROM BEHIND THE NET AS THE KID CONTINUES TO PRACTICE]

VO: Respect your ride.

0:24 [CUT TO ESSO GAS STATION, A CUSTOMER FILLING IS FILLING UP TANK OF THEIR CAR AT THE PUMP]

VO: Choose Esso Supreme the premium fuel that keeps your engine three times cleaner for more kilometers per tank.

0:24: [TEXT OVERLAYS THE SCENE OF CUSTOMER FILLING UP THEIR CAR AND READS "Esso Supreme™ Respect Your Ride."]

0:28 [CUT TO SCENE OF CUSTOMER DRIVING AWAY FROM ESSO STATION, TEXT OVERLAYS THE SCENE AND READS "Esso Supreme™ 3X cleaner engine for more KM per tank*"]

[On screen legal reads: *vs. gas meeting minimum Canadian government standards. *vs. gas meeting minimum Canadian govt standards in port fuel injected engines Actual benefits based on continuous use and may vary depending on vehicle type, driving style, and gasoline previously used. See www.esso.ca/synergysupreme for details. © 2022 Imperial Oil. All rights reserved. ESSO is a trademark of Imperial Oil Limited. Imperial Oil, licensee. ®The Hockey Canada logo is an Official Mark of Hockey Canada.]

0:29 [CUT TO FINAL SCENE OF A SOLO CAR DRIVING ON HIGHWAY, WITH ESSO LOGO IN THE CENTRE OF THE SHOT]