



Link: [Select Ford Image Campaign](#)

IMAGE / ED STECKLER

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TV x :30

| VIDEO | VIDEO AUDIO |
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| INTERVIEW STYLE – CUT AWAYS TO B-ROLL COVER | GENERAL MANAGER: ED |
| OPEN- DEALERSHIP EXTERIOR -EARLY MORNING: | SELECT FORD ISN'T JUST ANOTHER CAR DEALERSHIP... |
| CUT TO: KEYS UNLOCKING DOOR | WE LIVE HERE |
| CUT TO: ED ENTERS WITH HIS DOG | WE WORK HERE.... |
| CUT TO: KEYS TOSSED ON DESK (SELECT FORD LOGO'D KEY FOB) | WE'RE PART OF THE COMMUNITY. |
| CUT TO: ED GREETING CUSTOMER IN THE LOT – SHAKING HANDS CUT TO: SALES WOMAN ON THE PHONE | EVERY DAY – WE'RE MEETING PEOPLE – AND WE'RE HELPING TO SOLVE PROBLEMS ... IT'S WHAT WE DO. |
| CUT TO: ED – ON CAMERA | HUMAN CONNECTION IS AT THE HEART OF EVERYTHING WE DO. |
| CUT TO: CUSTOMER SEATED INSIDE A VEHICLE ON THE SHOWROOM FLOOR – SALES ASSOCIATE LEANING IN, SHOWING FEATURES OF THE VEHICLE. | WE'RE NOT JUST LOOKING TO MAKE A SALE AND CALL IT A DAY |
| CUT TO: ED – IN THE SERVICE BAY WITH TECHNICIAN CUT TO: ED – ON CAMERA | WE'RE BUILDING TRUST – IN OUR PRODUCT, IN OUR PEOPLE ... IN OUR PRODUCT... |
| CUT TO: ED INTERACTING WITH CUSTOMER IN THE PARTS AND SERVICE OFFICE | AND IN LIFE-LONG RELATIONSHIPS. |
| CUT TO: ED AND HIS DOG WALKING ACROSS THE SERVICE GARAGE CUT TO: ANIMATED LOGO AND LOCATOR | MY NAME IS ED STRECKLER, AND I'M THE OWNER AND GENERAL MANAGER AT SELECT FORD OF WILLISTON. |



IMAGE / JC LaBar

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| VIDEO | AUDIO |
|---|---|
| INTERVIEW STYLE – CUT AWAYS TO B-ROLL COVER SPLIT SCREEN – MOVING SHOTS AND GRAPHICS – CONSTANTLY CHANGING THROUGHOUT – JC ALWAYS ON SCREEN. | JC LABAR - SALES MANAGER: ED |
| JC LABAR – INSIDE FORD F-150 LOT EXTERIOR / BUILDING EXTERIOR | ANYONE BUYING A VEHICLE |
| JC LABAR – LOT EXTERIOR -LOGO'D PLATES | WHETHER THEY'RE YOUNG – OLD – RICH POOR IT IS AN ABSOLUTELY LIFE-CHANGING MOMENT (OFTENTIMES) |
| JC LABAR SALES STAFF HAVING COFFEE LOT EXTERIOR | AND IT'S IMPORTANT TO REALIZE – THEY CAN GO ANYWHERE. |
| JC LABAR FINANCIAL OFFICER CLOSE UP OF CONTRACT BEING SIGNED | THEY CAN BUY THEIR VEHICLE DOWN THE STREET. AND HERE WE HAVE TO BUILD ON OUR EXPERIENCE |
| JC LABAR CONTRACT BEING SIGNED SEDAN DRIVING IN A RESIDENTIAL AREA | BUT PRIMARILY, THE QUALITY OF OUR PRODUCTS. |
| JC LABAR FALL FOILAGE SUV DRIVING ON A RURAL ROAD | FROM USED – TO NEW, |
| JC LABAR FALL FOILAGE F-150 DRIVING ON COUNTRY ROAD | WE TAKE A GREAT DEAL OF ATTENTION TO EVERY DETAIL IN THE PROCESS |
| ANIMATED LOGO - LOCATOR | TO ENSURE EVERY CUSTOMER RECEIVES THE PRODUCT THEY EXPECT, AND THE SERVICE THEY DESERVE. |



IMAGE / Jim Mann

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| VIDEO | AUDIO |
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| INTERVIEW STYLE – CUT AWAYS TO B-ROLL COVER | PARTS & SERVICE DIRECTOR: JIM MANN |
| OPEN - JIM AND ONE OTHER STAFF MEMBER STANDING BEHIND THE SERVICE DESK – TALKING TO A CUSTOMER | AT SELECT FORD OUR RELATIONSHIP WITH OUR CUSTOMER |
| CUT TO: JIM IN SERVICE GARAGE – INSPECTING A CAR ON THE LIFT. | DOESN'T END WITH THE VEHICLE PURCHASE. IT'S JUST THE BEGINNING |
| CUT TO: JIM ON CAMERA | IT'S OUR JOB TO DELIVER A QUALITY CUSTOMER SERVICE EXPERIENCE |
| CUT TO: JIM INTERACTING WITH EMPLOYEES AT THE SERVICE DESK | THROUGHOUT THE LIFE OF YOUR VEHICLE |
| - SAME AS ABOVE - | OUR ENTIRE TEAM FROM PARTS |
| CUT TO: SERVICE WRITER ON PHONE CUT TO: TECHNICIAN INSIDE VEHICLE | TO SERVICE WRITERS AND TECHNICIANS, RANKS AS ONE OF THE BEST IN THE BUSINESS |
| CUT TO: JIM INTERACTING WITH MECHANIC – UNDER CAR ON LIFT | WE THINK OF IT AS GOOD PEOPLE HELPING GOOD PEOPLE. |
| CUT TO: JIM TAKING TIRE OFF WRACK IN THE TIRE CENTER – ROLLING IT ALONG THE SERVICE BAY FLOOR | MY NAME IS JIM MANN AND I'M THE PARTS AND SERVICE DIRECTOR |
| ANIMATED LOGO - LOCATOR | AT SELECT FORD OF WILLISTON. |