# Title: Shell Specials Motorcycle Day Transcript

**Duration:** 1:39 minutes

[Background music plays]

Upbeat

[Visual Transition] – First Sequence

We open on a title card.

[Text Display]

“Mahalaga sa Shell ang kaligtasan ng lahat sa lansangan.”

[Text Display]

“Paalala sa mga motorcycle riders:”

[Visual Transition]

We show a motorcycle rider with his helmet hanging on arms. Then he wears it on his head properly.

[Text Display]

*“Ang helmet ay sa ulo, hindi sa siko.”*

[Visual Transition]

We see a motorcycle rider strapping on and attaching reflectorized protective clothing.

[Text Display]

*“Magpakita ka, lalo na ‘pag gabi.”*

[Visual Transition]

We then show the same motorcycle rider with four female passengers. One by one the passengers alight the motorcycle until only one passenger remains.

[Text Display]

*“Stick to one angkas.”*

[Visual Transition]

We then see the motorcycle rider smiling despite being trapped in super heavy traffic, or in a bottleneck.

[Text Display]

“Cool lang sa kalsada.”

[Visual Transition – Title Card] – Second Sequence

Then we cut to another title card to sequence to the event proper.

[Text Display]

“Dahil kayo mahalaga sa amin, may handog ang Shell para sa inyo.”

[Visual Footage]

We then show the Shell Specials signage.

[Visual Footage]

Cut to a shot showing the forecourt attendant greeting motorcycle riders who are entering the station.

[Visual Footage]

We also show some shots of the influencer giving fuel vouchers to riders, with intercuts of the influencer interacting with the customers.

[Visual Footage]

We also show motorcycles availing of the free safety checks, and receiving their free items.

[Visual Footage]

We also show riders taking photos at the Shell Specials booth, holding the flyer and looking pleased.

[Visual Transition – Title Card] – Third Sequence

We then end with supers inviting them to the next events.

[Text Display]

“Taos-puso ang aming pasasalamat sa inyong mainit na pagtanggap sa aming munting handog”

[Text Display]

“Ingat sa susunod n’yong biyahe. #ShellSpecials”

[Graphic]

Shell logo on white background

[Background Music]

Sound of Shell Mnemonic

[Visual Transition] – End Frame Duration 0:02 seconds

We end with the DTI Mandatory Frame on Black Background

[Text Display]

See flyer for more details. Promo valid on November 24, 2016. Per DTI-FTEB SPD Permit No. 14568 Series of 2016.

[End Sequence]