

# Tongue Twisters: “Runner”

Use: TV :30

Client: Mercedes-Benz

Direction:

This is part of a mini ad campaign demonstrating how situations can be difficult and confusing in the moment, but the safety technology Mercedes-Benz has developed can help make these situations much easier to handle. The script should feel fast, but not rushed. It's a serious situation, so treat it with the seriousness it deserves. No “kid's book” reads. The tag at the end should be more controlled in its pace, in contrast to the first half.

A runner rapidly ran in the rain. As the rapid runner ran raging in the rain, rampantly running a red light I rapidly braked, not running into the rapid runner.

When the road gets hard to read. PRE-SAFE Brake with Pedestrian Recognition by Mercedes-Benz