

RED BULL CAMPAIGN SCRIPT

Title: Red Bull 50th Anniversary Cartoon Campaign Script

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FADE IN:

Setting: In a stadium, hosting the Olympic Games, fans cheer at the top of their lungs. The Olympic Games are in full swing. On the track, Team SA prepares for the 1200m relay sprint. Each athlete will run a 400m lap. The team's track gear is sponsored by Red Bull.

Wayde stands with his teammates, Ray and Bill, at the starting zone. Ray holds a limited edition 50th Anniversary Celebration Red Bull can — their symbolic "baton" for the race.

(The crowd noise fades slightly as Wayde speaks)

Wayde (energized): So, Ray, are you fueled up and ready to go?

Ray (grinning): Well, of course. I have our lucky baton, after all. This was carried across the finish line by Michael Jay himself — it's practically a relic at this point!

Bill (chuckling): Well, be sure not to drop it then. Relics are hard to come by.

(The crowd noise swells again)

The three teammates share a group hug.

Wayde and Bill head off to their checkpoints. Ray remains at the starting line, stretching and preparing. Competitors from other countries line up beside him.

Announcer (over loudspeaker): Let the race begin!

(BANG! — The starting gun fires)

Ray explodes off the line, sprinting with precision. The baton — the Red Bull can — is gripped tightly in his hand.

He reaches the 400m mark and passes the can to Bill.

Bill grabs it cleanly and charges forward.

He reaches 800m. Wayde stands ready.

Bill hands off the can. Wayde grabs it and takes off like lightning.

(The crowd volume increases as Wayde gains speed)

Announcer (excited): And as Wayde nears the finish line, South Africa is taking the lead! (mysterious beat) But what is this?! History is about to be made!!!

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Wayde surges past his competitors and crosses the finish line first.

(The crowd erupts with cheering)

Announcer (shouting): This is unprecedented! History has been made as Wayde van Niekerk finishes the final 400m leg with the fastest time ever — 43.03 seconds — breaking the world record and winning the 1200m men's sprint for his team and for South Africa!

Ray and Bill rush over, ecstatic. The trio jumps into a big group hug.

(Flash! And the screen blurs out to moments later)

Wayde, Ray, and Bill stand on the gold-medal podium, trophy held high. Confetti rains down as the stadium roars.

Wayde opens the Red Bull can ("baton") and takes a satisfying sip.

(The crowd quiets slightly)

Wayde (savoring): Ahhh... Red Bull gives you wiiings!

FADE OUT.

The end.