# Title: Shell Helix – An Innovation Partnership Like No Other: Scuderia Ferrari

Duration: 90 seconds

## Description:

**Celebrating an innovation partnership spanning 70 years (and counting).**

A 90 second film compiled of old and new footage, dating from 1950s – 2019 showing the same unrivalled passion for Formula One racing by the Ferrari team and drivers. The film is based around a race day split in to 6 parts: The preparation, the start of the race, the race, the end of the race, the celebration of winning the race, and the reflection. The race has been created out of a composite of old and new footage edited together to tell the epic race day story.

## {Shell Helix – An Innovation Partnership Like No Other: Scuderia Ferrari} Transcript

[Background music plays]

{Music begins with a piano sequence of evenly spaced-out tones, building tension}

[Animated sequence]

[The first sequence of the film shows the preparation for a big Formula One race day. We see an old Ferrari racing car being unveiled underneath a blue sheet.

[Text displays]

THE LONGEST STANDING INNOVEATION PARTNERSHIP IN F1

[Animated sequence]

We see a collection of old and new footage from the Ferrari racing teams and drivers changing oil and preparing the cars, whilst era’s change the one thing that remains consistant throughout the years is the same unrivalled passion that the Ferrari team and drivers have for the sport.

[Text displays]

DRIVEN BY UNRIVALLED PASSION

[Animated sequence]

As the race preparation draws to a close and we get nearer to the start of the race, we see the various close-ups previous and current Shell Formula One racing drivers preparing themselves for the big race ahead.

[Background music plays]

{The music has now built-up to the tension point with strings and percussion}

[Animated sequence]

The race kicks-off with the cars lined-up on the starting line; then we cut to a close-up of wheels screeching away from the line.

[Text displays]

OVER 600 RACES

[Animated sequence]

We then get into the race with various dynamic shots of Ferrari Formula One cars screeching round bends and powering along straights. Each shot nicely transitions in to the next, with a fluid camera motion following the cars.

[Text displays]

200 POLE POSITIONS

[Animated sequence]

As the race continues, we continue to show on-screen titles with outstanding facts about the Ferrari and Shell partnership, counting down to the big climax moment

[Text displays]

175 VICTORIES

[Animated sequence]

We see a close-up of a driver through his visor, as he powers into a sharp right hand corner. We then see a top view of the car, following the bend and we slow the footage down for maximum impact.

[Text displays]

12 DRIVER CHAMPIONSHIPS

[Animated sequence]

We kick-start the pace of the film again with a shot of a car speeding away from the camera in the rain. Cutting to an all-important pit-stop, with the camera angle looking down on the pit lane from directly above. We see the strong 10-plus crew working on the car.

[Text displays]

10 CONSTRUCTOR CHAMPIONSHIPS

[Animated sequence]

As we near the end of the race, we see pit-crew teams watching the race from their pit-lane TV monitors and the begin to stand-up and cheer as the race gets more tense, not knowing who is going to win yet.

There is a brief moment of tension as we see footage of two cars collide and we cannot make-out if the Ferrari Formula One car has made it out unscathed. To match this tension, we see a pit-crew looking distressed, and a crowd of spectators standing up with angst.

Then out of the darkness with see a modern Ferrari Formula One car screeching around the final bend, ahead of the competition to cross the line and win the race.

[Text displays]

ONE OIL

[Animated sequence]

We see shots of the pit-crews all cheering and waving from the sides as the winning car drives past. We see close-ups of various drivers from over the years jubilantly cheering from their cars, with crowds waving flags hysterically from the grandstands.

[Text displays]

CELEBRATING OVER 70 YEARS

[Animated sequence]

We see the final shots of jubilation, which takes us towards the final section of the film, which reflects on the intense race we’ve just watched.

[Text displays]

OF INNOVATION PARTNERSHIP

[Animated sequence]

We see a shot from behind of Schumacher taking out an earpiece, which is then followed-up with a shot of Vettel walking from left to right around the car that has just won him the race.

[Background music plays]

{The music cuts out and we return to the music at the beginning of the film, calm and reflective}

[Animated sequence]

This is the pack shot sequence showing the Shell Helix Ultra 0W-40 Oil surrounded by the bubble.

[Text displays]

THE ONLY MOTOR OIL USED, TRUSTED, AND RECOMMENDED BY FERRARI

[Animated sequence]

This is the reprise showing a Ferrari Formula One racing car speeding across the screen from left to right.

[Text displays]

DRIVE ON

[Animated sequence]

End frame – Shell Pecten Logo and Scuderia Ferrari Innovation Partnership Logo.