











Television Advertisement: Citroën C4 dancing transformer (30s)

Frame	Image	Sound
 <p>1</p>	<p>Straight angle LS of silver grey Citroën C4 parked in deserted car park on river front with hills and the glow of dawn beyond. Camera pans to right and cuts to...</p>	<p>Music "Jacques Your Body" by Les Rythmes Digitales plays throughout ad (drum, bass, keyboard, sampled voice)</p>
 <p>2</p>	<p>Straight angle LS car with deserted modern cityscape in background Camera shakes as...</p>	
 <p>3</p>	<p>Car begins to transform and camera tilts up to show...</p>	
 <p>4</p>	<p>Low angle MLS of a giant break-dancing robot. Cut to:</p>	
 <p>5</p>	<p>Sequence of low angle LS of transformer car dancing and showing off various break dance moves...</p>	<p>↓</p>

	<p>Culminating in CU of dancing robot spinning around and transforming back ...</p>		
	<p>Low angle shot of car dropping to ground</p>		
	<p>Straight angle LS of car against cityscape. Cut to:</p>		
	<p>Low angle shot of C4. Citroën logo (two white chevrons on red rectangle). Text in white sans serif capitals: Product: NEW CITROËN C4 Slogan: ALIVE WITH TECHNOLOGY Web address in lower case white sans serif</p>		<p>Voiceover in synthesised male voice over music: "The new Citroën C4 - it's alive with technology."</p>