

80:00  
NATIONAL  
BNO: FNTR-11-T5343  
19, 2011  
NISSAN FRONTIER  
"Hill Climb" DATE: September

TBWA/CHIAT/DAY APPROVALS

DATE PR DATE CW DATE AE DATE TM

TECH DATE

VIDEO

AUDIO

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OPEN TO A BUNNY BUSY AS IT JIGGLING IN THE SAND DUNE.  
MAKE IT UP UP A SAND DUNE.  
TECH: ISOLATED. Dramatization. Do

**Not Attempt.**

CUT TO SPECTATOR WITH A PUZZLED LOOK  
ON HIS FACE.

**Spectator:** What's this guy  
doing?

CUT TO A SHOT OF THE FRONTIER DRIVING UP  
THE SAND DUNE.



## Exhibit B:

DVD of NISSAN FRONTIER  
“HILL CLIMB” TV Commercial  
(See attached)