



The following creative routes have their foundation in the spirit and concept of freedom, which finds its expression through five distinct themes: dawn – the promise that each new day brings; openness – to the elements and to experience; being alive – to the senses and to possibility; identification – between the nature of the car and the self; and unforgettable encounters – deriving directly from and integrating with current Dawn lead messaging.

Each call to action has been crafted in harmony with the spirit of the Dawn, using evocative language to inspire a nuanced response and desire to click through... experience, discover, reveal, live. The exception is 'Dawn ownership' – a direct, descriptive call to action that has been developed to test prospects' response to more pedestrian language.

1 DAWN

Animation of sun rising above background bringing the car in to light from dark/dawn as we use a parallax movement to bring car into full frame.



With the light of dawn
comes new promise.

[EXPERIENCE DAWN >](#)



A spirit of
endless freedom.

[EXPERIENCE DAWN >](#)



Limitless possibility.

[EXPERIENCE DAWN >](#)



② OPENESS

We would really like an 'epic' image of the car driving to emphasis the feeling of adventure/freedom and the experience that is Dawn.



Awaken your senses
to the elements.

[DISCOVER DAWN >](#)



Open your imagination
to the moment.

[DISCOVER DAWN >](#)



Live now. Live fully.
Create the unforgettable.

[DISCOVER DAWN >](#)



③ ALIVE

We see the car travelling at dawn through an open and inspiring landscape, we see clearly the convertible design and the last frame gives us the car in full, basked in morning light. We can 'push' in to these images to create movement.

Each image will be warmed up/graded to support the 'morning light' or dawn theme.



Crafted for unforgettable moments.

REVEAL THE DAWN >



Open to the elements. Alive to possibility.

REVEAL THE DAWN >



Live the new Dawn.

REVEAL THE DAWN >



④ IDENTIFICATION

This route can be treated in two ways depending on cost. Here we see the frame split into two giving us the opportunity to showcase more features of the car whilst creating a much more lifestyle feel to the content. The basic animation shows these images on rotation between the frames. Coupled with succinct copy the viewer is presented with an immediate and clear call to action.



Bold.

LIVE THE DAWN >



Optimistic.

LIVE THE DAWN >



Spontaneous.

LIVE THE DAWN >

④ IDENTIFICATION (MOVING IMAGE)

This route can be treated in two ways depending on cost. Here we see the frame split into two giving us the opportunity to showcase more features of the car whilst creating a much more lifestyle feel to the content. With this approach we use moving image from the Dawn film to show the car in action. Coupled with succinct copy the viewer is presented with an immediate and clear call to action.



Bold.

[LIVE THE DAWN >](#)



Optimistic.

[LIVE THE DAWN >](#)



Spontaneous.

[LIVE THE DAWN >](#)

⑤ UNFORGETTABLE ENCOUNTERS (MOVING IMAGE)

Creating space for an exciting edit of the Dawn film we use this to convey the experience of the Rolls-Royce Dawn with power and drama. Coupled with the copy lines that transition through the sequences to coincide with the imagery. The CTA talks directly about ownership.



The unforgettable
begins with a moment.

[DAWN OWNERSHIP >](#)



The freedom
to escape.

[DAWN OWNERSHIP >](#)



Explore the promise
of the new Dawn.

[DAWN OWNERSHIP >](#)