



**BULLSEYE**  
HITCH

## Bullseye Hitch 60–90 second Promo

Shot	Video	Audio
	<b>Exterior – Driveway</b>	
<b>1a</b> :6	<b>Wide shot</b> with pickup truck on one side of frame and trailer with jet ski on the other. Husband backs up truck while Wife stands by trailer hitch and guides him.	WIFE: A little to the left.  HUSBAND: Did I get it?  W: Now a little to the right.
<b>1b</b> :2	<b>Medium ¾ angle</b> on Husband sticking head out window.	H: Which right?
<b>1c</b> :2	<b>Medium shot</b> on Wife next to hitch giving hand signals.	W: My right.
<b>1b</b> :2	<b>Back to Husband</b>	H: That's left!
<b>1c</b> :2	<b>Back to Wife</b>	W: Go the other way!
<b>1d</b> :1	<b>Med. close-up</b> on Husband's face.	H: This way?
<b>1e</b> :1	<b>Med. close-up</b> on Wife's face.	W: Right.
<b>1d</b> :1	<b>Back to Husband</b>	H: Right??
<b>1e</b> :1	<b>Back to Wife</b>	W: No, LEFT!
<b>1f</b> :2	<b>Close-up</b> on Husband's angry face.	H: I'M <i>GOING</i> LEFT!!
<b>1g</b> :2	<b>Close-up</b> on Wife's face, fuming and shaking.	W: THE <u>OTHER</u> LEFT!!!
<b>1a</b> :4	Back to <b>wide shot</b> as Husband gets out of truck. The couple argue, point at the hitch angrily, throw their hands in the air, etc.	VOICEOVER We all know how frustrating it can be to back into a trailer hitch...

<p><b>2a</b> <b>:15</b></p> <p><b>2a/b</b> <b>:4</b></p>	<p><b>Overhead med. shot 2× SPEED</b> directly above trailer hitch as the truck’s hitch ball dances around it, repeatedly missing the mark. An <b>overlay animation TRACES</b> the path of the hitch ball like a play-by-play sports analysis. A <b>bullseye graphic</b> is placed over the hitch.</p> <p><b>4× SPEED</b> and it becomes like a toddler’s scribbled drawing.</p>	<p>VOICEOVER</p> <p>Such a trivial task should be quick and easy. But in reality it’s like hitting the bullseye on a speeding train.</p> <p>You might pull your hair out. You’ll definitely lose your patience. Your marriage could even be in jeopardy!</p> <p>It just should <i>not</i> be this difficult to get hitched.</p>
<p><b>3a</b> <b>:8</b></p> <p><b>3b</b> <b>:8</b></p>	<p><b>Med. close-up</b> on the trailer hitch as Wife attaches the clamp of the <b>Bullseye Hitch</b>. She then slides the handle in.</p> <p><b>Med. long shot</b> on Wife easily maneuvering the trailer and guiding it to the truck. She attaches it to the hitch ball in one clean movement— all within seconds!</p>	<p>VOICEOVER</p> <p>Stop the madness. Your saving grace has arrived. Boats, ATVs, snowmobiles, wave runners, horse trailers— whatever the situation...</p> <p>The Bullseye Hitch hits the target every time.</p> <p>With its easy installation and ingenious handle, <u>anyone</u> can hitch a trailer within <i>seconds</i>.</p>
<p><b>4a</b> <b>:3</b></p>	<p><b>Med. close-up</b> on Husband leaning out window. He’s dumbfounded at how easy that was. He now looks at Wife affectionately.</p>	<p>HUSBAND</p> <p>I love you.</p>
<p><b>5a</b> <b>:7</b></p> <p><b>5b</b> <b>:2</b></p> <p><b>5c</b> <b>:6</b></p>	<p><b>Interior/Exterior – Garage</b></p> <p><b>Wide shot</b> on garage. <b>Focus</b> on ATV trailer tucked in the corner at a 90° angle. <b>Rack focus</b> to truck backing into garage towards camera but can’t turn wide enough to access the hitch.</p> <p><b>Med. close-up</b> on Woman #2’s hands reaching for Bullseye Hitch handle.</p> <p><b>Wide shot</b> as Woman #2 easily pulls the ATV trailer out of the garage and into the driveway.</p>	<p>VOICEOVER</p> <p>Trailers can often be stored in hard-to-reach places, making it nearly impossible for a vehicle to access them.</p> <p>But with the Bullseye Hitch...</p> <p>It’s a cinch to maneuver trailers around using only your hands.</p>

<p><b>6a</b> :3</p> <p><b>6b</b> :3</p>	<p><b>Interior – Garage</b></p> <p><b>Close-up</b> on Man #2’s hands detaching the Bullseye Hitch from trailer.</p> <p><b>Medium</b> on Man #2 sliding the folded Bullseye Hitch onto a storage shelf.</p>	<p>VOICEOVER</p> <p>When it’s not in use, the Bullseye Hitch stores easily and out of sight.</p>
<p><b>7a</b> :4</p> <p><b>7b</b> :10</p>	<p><b>Exterior – Driveway</b></p> <p><b>Med. close-up</b> of Wife holding the Bullseye Hitch handle and clamping the trailer to back of truck.</p> <p><b>Wide high angle straight on</b> of back of pickup truck. The Husband and Wife give each other high fives. They swing around to either side of the truck and hop in. The truck begins to drive off, pulling the jet ski behind them.</p>	<p>VOICE OVER</p> <p>Don’t let a trailer ruin your fun.</p> <p>VOICEOVER</p> <p>Ditch the frustration and get hitched with the Bullseye Hitch.</p>

**Total: 1:39**