

SUPER BOWL SPOTS

FCA TOTAL

PLATFORM: *Diversity inspires / Unity in diversity*

"TEAM AMERICA" | TV: 30

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VISUALS (ROUGH)

FIRST HALF: Vintage B&W footage of winning Super Bowl plays (slow-mo) + camaraderie moments: Gatorade spills on coach, close-ups of players hugging, etc.

SECOND HALF: Real-world, blue-collar Americans doing real-world, blue-collar jobs: automotive factory workers, farmers harvesting crops, teachers in classrooms, firefighters wiping sweat from their brows, etc.

AUDIO: VOICEOVER (MALE/GRUFF/FAST-PACE) OVER GARY GLITTER'S "ROCK N ROLL PART 2"

Legend has it, there's no "*I*" in *team*.

Teams are made up of people. Different people, with different jobs. And they're all working toward a common goal: winning.

In football — you like football, don't you? — you've got your quarterback. Your halfback. Your tailback.

And who's got their back?

The wide receivers. The tight ends. The defensive ends. The defensive line. The defensive tackles.

There's a lot of defense. After all, this game can get tough.

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America is a team, too.

Think about it: Different people. Different jobs. All working toward a common goal.

Yes, there's an "*I*" in *America*, but hear us out.

The "*United*" in *United States of America*? That's something. That stands for something.

It means we're all on the same team.

It means we've got each other's backs.

It means we come to each other's defense.

Because the real world can get pretty tough, too.

And you can bet your Super Bowl pool that when Team America wins, we all win.

VIDEO: FADE TO BLACK; FLASH LOGOS/NO AUDIO

[CHRYSLER / JEEP / DODGE / RAM / SRT / FIAT / ALFA ROMEO / ABARTH / MASERATI / MOPAR / FERRARI / ETC]

Supporting Team America.

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