

**Ford Go Faster
Imagination
Carnage**

FORD's TRACK DAY GETS HOLLYWOOD MAKE-OVER

Ford are taking the track day experience to a whole new level with a unique and original 'immersive driving experience', **Go Faster**.

This innovative concept sees the paying public learn stunt-driving skills while being filmed, with the footage cut into a pre-shot trailer for a fictional action-packed, Hollywood heist movie in which they would play the hero.

Experiential agency Imagination partnered with auto specialists Carnage to conceptualise, script and produce the film trailer through their Branded Entertainment team. Key to the concept was to adhere to the conventions of the movie 'trailer' but also give the film a sense of narrative closure (similar to a short film), so experience goers can take home a fully-contained, social-media shareable film.

The Creative Director for Carnage on the project Oisin Tymon said 'from the moment James Keane (Digital Creative, Imagination) spoke to us about *Go Faster*, we fell in love with the concept; a track day meets Secret Cinema. *Go Faster* was a unique creative challenge, and the perfect project to launch the Carnage Branded Entertainment division. We've bought our tickets and can't wait to have a go!'.

The **Go Faster** experience launches in the UK from October 2017.

Get *Go Faster* event tickets here: <https://www.eventbrite.co.uk/e/go-faster-tickets-37062029528>

Key Credits

Client:	Ford
<u>Production Company:</u>	Carnage
Director:	Konrad Begg
EP:	Oisin Tymon
EP:	Ben Hampshire
Producer:	Neil Edson
DOP:	Jan Richter-Friis
PM:	Seb Jowers
<u>Agency:</u>	Imagination
Digital Creative Lead:	James Keane
Business Director:	Andrew Marriott
Senior Producer:	Greg Hobden
<u>Edit:</u>	Post 89
Editor:	Ryan Clarke

Post Production: Absolute Post

Grader: Matt Turner

CG Lead Artist: Matt Burn

CG Artist: Jesse Baber

CG Artist: Sean Elliott

VFX Supervisor: Phil Oldham

Post Producer: Kirsty Murray

2D Artists: Lora Nikolaeva
Otis Guinnesswalker
Elliot Platt
Carl Godwin Alvarez

Sound Design: Joe Worters

Motion Graphics: Jonny Bursnell

Music:

Original Composition: Scott Nixon