

**March 25, 2012**  
**CBS 60 Minutes Web Extra**  
**Clint Eastwood's Chrysler ad**

*[Clint Eastwood] It's halftime. Both teams are in their locker room discussing what they can do to win this game in the second half. It's halftime in America, too.*

[Steve Kroft] How hard was it to persuade Clint Eastwood to do this?

**[Olivier Francois] It was frankly not easy. Why would he ever be in an ad? I mean the answer is – the expected answer was obviously no and that's what it was at the beginning. Then he gave us a chance to explain and that is what is great. It's not about convincing on but give me a chance to explain what is the vision.**

[End of segment]