

Chrysler Brand Multicultural Marketing Campaign with actor Gael García Bernal

TITLE: Kid – You're not me
LENGTH: :60

MARKET: National

Act 1: Gael gets into his Chrysler 200 and finds a young boy sitting in the car who claims to be him visiting from his past. However the boy, whose name is Paquito, has gotten into the wrong car.

PAQUITO: "Wow, we have a cool car in the future."

GAEL: Who are you?

PAQUITO: I'm you ... from your past.

GAEL: You're Me? From my past?

PAQUITO: Yes. I'm you. From YOUR past.

GAEL: Ok...(I guess)

PAQUITO: Remember this song?

GAEL: No.

PAQUITO: What about this one? It's OUR favorite.

GAEL: OUR favorite? No.

Act 2: Right away he starts telling Gael to do something different with his life in order to achieve his hopes and dreams.

PAQUITO: What about our hopes and dreams?

GAEL: Our Hopes and dreams?

PAQUITO: Look at what you've become.

GAEL: It's not that bad. I love what I do. I'm happy ...

PAQUITO: Paco. Don't deny it.

Act 3: At first Gael is confused, but then realizes that the boy has mistaken him for somebody else...his "geeky" neighbor Paco from across the street.

GAEL: oh...I'm not Paco. THAT'S Paco.

Act 4: After catching a glimpse of his future self, Paquito is inspired to leave ordinary behind and go someplace new, in the Chrysler 200 with Gael.

PAQUITO: No.

GAEL: Yes.

PAQUITO: No.

GAEL: Yes.

PAQUITO: I'm not going anywhere. I want that car. I want to be you.

GAEL: I'm sorry, Paquito.

Why choose ordinary when you can have extraordinary?

ANNCR: Chrysler 200. (Un Modelo a Seguir)