

Ford

X

GOOGLE MAPS

DIRECTOR'S TREATMENT BY KALUM KO

FIELD UNIT

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An aerial, wide-angle shot of a rugged, hilly landscape under a hazy sky. A dirt road winds through the terrain, and a Ford truck is driving on it, kicking up a cloud of dust. The landscape is covered in low-lying vegetation and scattered trees. In the distance, more hills and mountains are visible under a soft, golden light.

**The Ford x Google TransAmerica Trail isn't just about crossing a continent.  
It's a test of endurance, innovation, and an epic partnership.**





## Connecting the Dots

I've always been drawn to long-distance journeys. From [taking trains 8,000 km across Siberia](#), to 105 days on the road with Google and Destination BC mapping my home province, to recently directing a two-week commercial shoot that spanned Canada.

Boiled down, it sounds simple: start here. End there. But, it never has the same allure if it's just a straight line.

The story is born from the unknowns, the setbacks, the unexpected beauty along the way, and, despite it all, still crossing the finish line.

The Ford x Google TransAmerica Trail isn't just about crossing a continent. It's a test of endurance, innovation, and an epic partnership.

Let's dive in.





## Tone

You're doing this for real and that's the project's greatest strength. We have a chance to pull the audience off the side-lines and drop them into the thick of it. Not just watching, but feeling the intensity of the terrain and the capability of Ford leading the charge.

They should sense the raw scale of this route, from the Oregon coast to the Moab sandrock, and the unpredictability of the wild. **But most of all, they need to feel the soul of the trip.** The real, unplanned moments that define it: accomplishment of pulling a log that was blocking the trail, a mid-day cool-down in the river, a dusty sunset ride that wasn't in the call sheet. That's where the character lives.

So how do we capture it?





## THE DRIVER'S SEAT

**Intentional. Energy-Driver. Nimble.**





## North Star (Approach)

The only guarantee? Things won't go as planned. And that's where the opportunity lies. We need to stay flexible, working fast, smart, and instinctively. That's why our production approach is built around three core pillars:

### **Intentional, Dynamic Visual Language**

We'll deliver striking hero shots of the vehicle in every key location, providing us the foundation to add in story candid-style textures that come from the handheld moments: off-the-cuff, human, behind-the-scenes glimpses of life along the trail.

### **Energy-Driven Story Beats**

Rather than over-script, we distill the narrative down to its core momentum and let

the road fill in whether it's a river or summer storm that our characters need to navigate. This keeps things sharp, present, and emotionally honest.

### **Nimble, Proven Crew**

We move, lean, and wear multiple hats. This team knows how to get the shot when a Bronco's fording a river, move quick enough to adapt to the fleeting sunset, and keep a light energy so that after the fifth day of shooting they're still people you want to share a beer with.

If we stay true to these three principles, we'll stay ahead of whatever the trail throws at us and walk away with a film that's high-impact and full of life.



Let's break each one down.





Start



End





# VISUAL LANGUAGE



## Visual Language

***This isn't about over-producing beauty.***

We need to resist the urge to over-stage. Grit and authenticity lead the way. Our visual language is intentional:

### Hero Vehicle Scenes

We'll anchor the journey with hero shots of Ford vehicles set against stunning, evolving landscapes. Each moment acts as a chapter break or an opening/closing beat in the story.

We'll deploy the capture styles strategically. For example, the journey begins on a wide, untouched expanse. A Ford Bronco rips into frame, setting the tone, much like the energy at 16 seconds in [THIS](#) (only it's a Ford leading the charge).

Ford remains the throughline. We'll reinforce this with recurring visual motifs: the backdrop evolves, but the vehicle is a constant, reliable force.

Like [THIS](#). The landscapes change, but the vehicles hold steady, capable force. Instead of looking out through a tire, we look over the dashboard and place the viewer in the driver's seat.

To amplify scale and movement, we'll blend sweeping aerials with high-energy FPV, diving from the sky into the convoy. These dynamic transitions give the journey momentum, always anchored by Ford.





## Candid-Style Moments

Because this is a real mapping mission, we have a rare chance to capture unforced, human moments.

We'll lean into handheld, intimate shooting, riding shotgun as a *Ranger hugs the Oregon coast*, or *sitting fireside with the Expedition in the foreground at the end of a long push*.

It's about proximity and fleeting moments, not polish.

While the tone differs, **Journey to Surf** is a strong visual reference of the kind of the rawness and honesty we're after.





FORD - "Uncharted - PR Film"

Kalum Ko

Field Unit

## Mixed-Media Capture

We'll inject energy and authenticity by layering formats.

Think point-and-shoot stills from the drivers themselves, raw and spontaneous, woven in with our core footage.

It's like a collage of perspectives that reveals the story behind the scenes.



# STORY BEATS

**The script gives us a foundation to build the story on.**

The structure and core story beats will hold, but we'll stay responsive to what the TransAmerica Trail throws at us. Maybe it's a boulder blocking the route in Colorado, an unexpected storm in Moab, or an expansive sunset on North Carolina's Carolina's coast. These are the details that elevate the film beyond the page.

Here's one way the story could unfold...



## PR LAUNCH VIDEO

### “UNCHARTED”- :60

Open on a crash zoom of Google Earth. The United States roads are shown in blue.

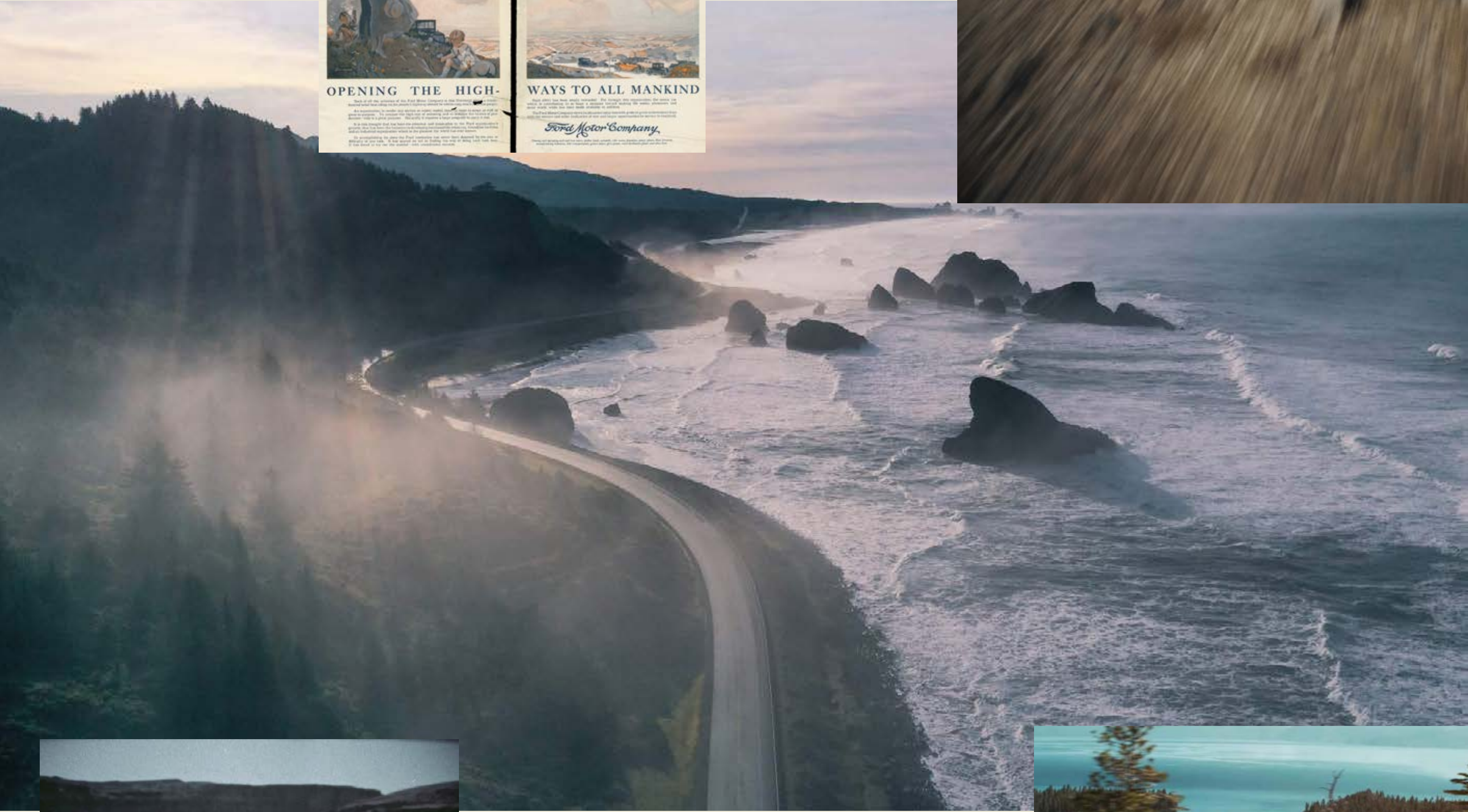
**SUPER: The world is 1% road.**

Crash zoom into a gray area, where we see a bird’s-eye of the Bronco. We see quick cuts of Google’s camera being mounted on the Bronco.

**SUPER: Here’s to the other 99% percent.**







Cut through a burst of archival imagery of Ford vehicles and the adventures they’ve enabled over the past century. We catch a glimpse of the iconic “opening the highways to all mankind” poster.

**SUPER: After opening up the highways...**

The journey begins on a wide, untouched expanse of the Oregon Coast, then a burst of energy comes as the Ford Adventure convoy rips into frame.

**SUPER: We’re opening up the off-road to all mankind. Ford and Google are putting America’s longest off-road trail on the map like never before.**





**4,253 miles. 11 states. 35 days. 50,000 images captured. 800 gigabytes of data.**



A black Ford Bronco is shown from a side-front perspective, driving on a rocky, uneven trail. The vehicle is equipped with a roof rack and a spare tire mounted on the side. The background features a dense forest of evergreen trees and distant mountains under a cloudy sky. The text "THREE FULLY CAPABLE FORD VEHICLES." is overlaid in large, white, bold capital letters across the center of the image.

**THREE FULLY CAPABLE FORD VEHICLES.**





With a matchcut, we cycle quickly through TAT's diverse landscapes: the Bronco traverses Hell's Revenge in Utah. A Ranger shreds through some rocky terrain. An Expedition Tremor rips down a muddy path on the Wolfs Den.

An animation shows the 4,253 mileage count down like a reverse odometer.

***VO examples: Deserts. Forests. Mountains. Foothills. Switchbacks. There's pretty much every kind of terrain you can imagine along the way.***

We montage through 'Unchartable' landscapes and obstacles throughout the TAT like details of cactus, downed logs on the trail, and soaring Colorado peaks. It feels daunting and hard to imagine any vehicles here.

We join the drivers covered in mud beside their Expedition as one speaks this line.

***VO examples: Ford SUVs have the capability to take on the difficulty and unpredictability of the different terrains of the trail, day after day, week after week. They're made for challenges like this.***



We then collage through the moments on the road:  
starting with challenges and ending with celebrations.

***VO example: There are huge stretches where  
you won’t see another human being for hours, or  
sometimes days. Your vehicle is your lifeline out here.  
Only the most capable SUVs can take you coast to  
coast. It’s definitely not easy, but it’s worth it.***

We show deep a connection the crew has to the  
vehicles: winching along a highstakes Colarado  
switchback, sleeping on a tent topper, cooking beside  
the vehicle, sheltering from a storm inside the cab.

***VO example: Exploring the remote off-road like this  
is part of Ford’s DNA. And through this partnership  
with Google, Ford’s making the TransAmerica Trail  
accessible to people all over in a way we haven’t seen  
before. Bringing the trails to everyone, wherever they  
are – and equipping them with the tools they need to  
get out here and explore for themselves.***





FORD - “Uncharted - PR Film”



Speeding down a vast dirt road that leads to the horizon the Ford adventure convoy whips the camera. We join our crew in the interior of the Bronco as they summit a Colorado peak. It warrants a high-energy celebration. We join the crew near the cars looking over the vast expanse of trail they’ve just charted. We montage through the moments of adventure along the way: the mountain bike rides, the team river swims, the friend taking a photo of the stunning landscape.

We take to the sky along the Outer Banks and give a moment to breathe. We see the Ford convoy reach the end of the trail. The odometer reaches 0.

Google Street View UI is added on the final image and we see the trail is now on Street View.

**SUPER: [FORD x GOOGLE MAPS LOCKUP]**

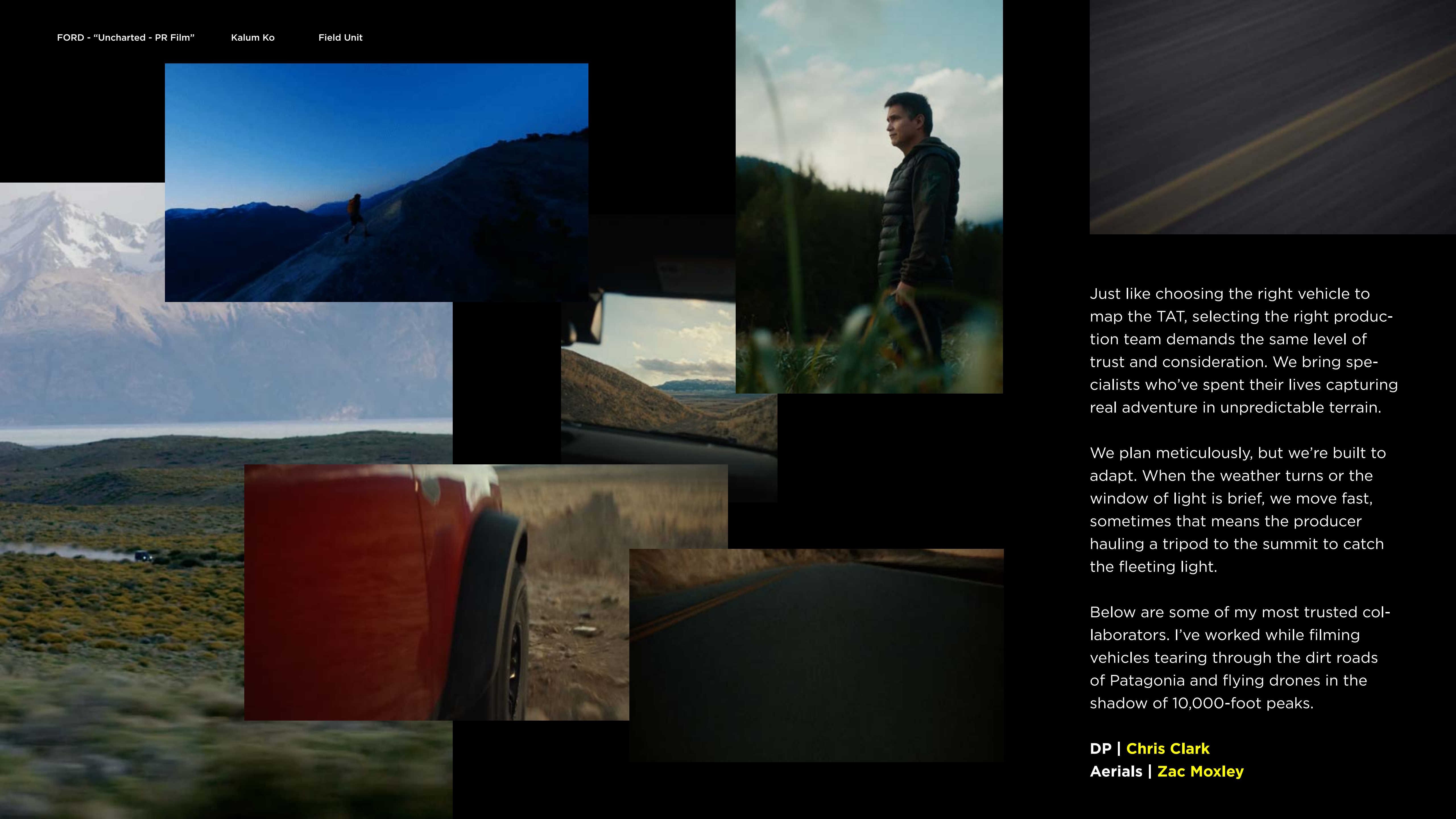
**VISIT [G.CO/TRANSAMERICATRAIL](https://www.ford.com/go/transamericatrail)  
READY SET FORD**





## NIMBLE, PROVEN CREW





Just like choosing the right vehicle to map the TAT, selecting the right production team demands the same level of trust and consideration. We bring specialists who’ve spent their lives capturing real adventure in unpredictable terrain.

We plan meticulously, but we’re built to adapt. When the weather turns or the window of light is brief, we move fast, sometimes that means the producer hauling a tripod to the summit to catch the fleeting light.

Below are some of my most trusted collaborators. I’ve worked while filming vehicles tearing through the dirt roads of Patagonia and flying drones in the shadow of 10,000-foot peaks.

**DP | Chris Clark**  
**Aerials | Zac Moxley**



LET'S PUT THIS IN DRIVE





This project is a rare opportunity to tell a story that's real, with all the grit, scale, and unpredictability that comes with it.

We're not manufacturing an adventure: we'll be in the midst of a 35-day epic. We'll build the story on a strong foundation, stay open to what the trail gives us, and trust a crew that knows how to adapt without compromising vision.

From hero vehicle moments to the spontaneous, human beats that define the spirit of the trip, we'll craft a film that's high-energy, honest, and unforgettable.

I'm ready to hit the trail.  
-Kalum

**FIELD UNIT**