



Here We Go!
Consumer Launch
Global Dayhouse

INTRODUCTION

SONIC HEROES IS COMING

The release of this brand new and totally re-imagined title is an epic event. Sonic has an enormous and devoted audience that has been waiting for this game for three years. Our campaigns are aimed at the fans of this well-loved character as well as the next generation who may be discovering him for the first time. They are an homage to gamers - their mindsets, lifestyles and yearnings - and to the game itself. The scope and tone of our ads reflect just how important an event the release of this game is, while simultaneously reflecting Sonic's attitude - fast and cool is a way of life. The only question is:

Are you ready for Sonic Heroes?

THE BLOCKBUSTER RELEASE

POSITIONING THEME

Nobody generates buzz for their product like major motion picture studios - every movie release is treated as a spectacular event. The following ads tease and promise something new, different and exhilarating. They bank on the Sonic brand. They promote the idea that to miss out on this tentpole release would be unthinkable.



Team Sonic

Tails Knuckles Sonic



SONIC HEROES

Four Teams. Twelve Heroes.
One Mission: Rule the World.

The next stage of Sonic. Be bad. Be good. Be best. Be fast. Be whatever you want. Because now you can be three characters simultaneously. Choose from four teams. Step in. Hold on. And get ready to experience an infinite number of possibilities.

Coming January 7th

PlayStation 2 SEGA XBOX

Team Rose

Big Amy Rose Cream



SONIC HEROES

Four Teams. Twelve Heroes.
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Coming January 7th

PlayStation 2 SEGA XBOX



THE MICHIGAN RELEASED BY SEGA

Bolder. Faster. Higher.



SONIC HEROES



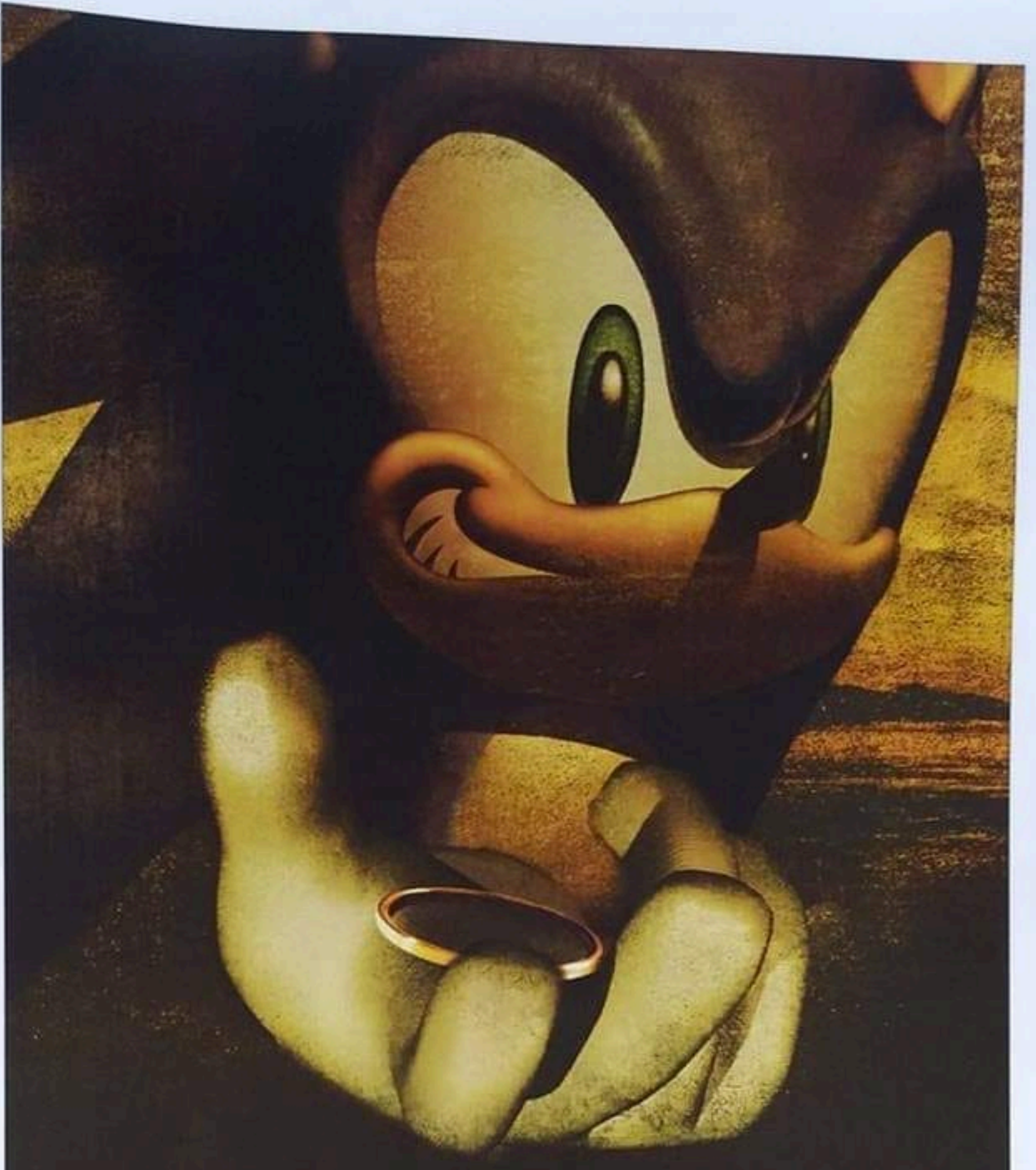
Heroes aren't made. They're played.

The next stage of Sonic. Be bad. Be good. Be bold. Be fast. Be whatever you want. Because now you can be three characters simultaneously. Choose from four teams. Strap in. Hold on. And get ready to experience an infinite number of possibilities.

Coming January 7th



PlayStation 2


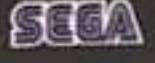





HEDGEHOG OF THE RINGS

SONIC™ HEROES

  PlayStation 2

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Spot Title: "Close Signs"

Up tempo, eerie music plays as we...

Open on a TV SCREEN, where we see an aerial view of a field. Shots of a crop circle that we can't fully make out, because...

The power is cutting in and out, as if the transmission is being interrupted. A brief flash of the Sonic silhouette breaks through the transmission.

TV ANNOUNCER: ...REPORTS OF THESE SYMBOLS BEING SIGHTED AROUND THE WORLD, THOUGH THE QUESTION STILL IS WHY.

PULL BACK to reveal a YOUNG CHILD looking at the TV. The child hums the *Sonic Heroes* theme as we pan to the floor, where the Sonic silhouette has been created from different colored blocks.

CUT TO:

An eight year old BOY sits at the lunch table, having peeled crusts off his PB & J until it looks like a Sonic silhouette. He hums the theme song to himself. Other KIDS look at him warily, as we...

CUT TO:

A young GIRL in a classroom fills in the last bubble of a Scantron to make it look like a Sonic silhouette.

CUT TO:

A helicopter flies over a field, revealing a Sonic crop circle.

TV ANNOUNCER: SIGHTINGS HAVE BEEN REPORTED FROM THE MIDWEST...

CUT TO:

Aerial shot of rocks shaped into a Sonic silhouette.

On the ground, TRIBESPEOPLE dance.

TV ANNOUNCER: ...TO AFRICA...

CUT TO:

The desert, where thousands of HINDUS gather (think *CLOSE ENCOUNTERS*). The LEADER hums the *Sonic Heroes* theme song (imitating *CLOSE ENCOUNTERS* theme). A thousand followers hum back the theme song.

CUT TO:

At the dinner table, a little GIRL hums the *Sonic Heroes* theme song as she fashions her mashed potatoes into the Sonic silhouette. MOTHER and FATHER look on, bewildered.

TV ANNOUNCER: ...CREATING A GLOBAL PHENOMENON.

CUT TO:

A KID mows the lawn, whistling the theme song as he puts finishing touches on a Sonic silhouette. CRANE UP to see the silhouette.

(CONTINUED)

Spot Title: "Close Signs"

(CONTINUED)

On the TV, where the NEWS ANNOUNCER now talks to camera, still with interference from the Sonic silhouette.

TV ANNOUNCER: The question remains...who, or what, is doing this?

The screen goes completely to the Sonic silhouette, cutting off the announcer.

PULL BACK to reveal the YOUNG CHILD smiling and watching the screen. He sings quietly to himself...

YOUNG CHILD: Sonic Heroes...

FADE TO:

CARD - SONIC HEROES - JANUARY 7TH

ANNCR: [whispering] SONIC HEROES IS COMING...

Spot Title: "Close Signs"

VO (TV ANNCR): "...Reports of..." (SFX: STATIC) "SIGNALS BEING SIGHTED AROUND THE WORLD..." (STATIC) "QUESTION IS STILL WHY. SIGNALS HAVE BEEN..." (STATIC) "FROM THE MIDWEST TO AFRICA..."



Open on a TV SCREEN, where we see an aerial view of a field. Shots of a CROP CIRCLE that we can't fully make out.



A YOUNG CHILD is looking at the TV. He turns the Sonic Heroes theme song. The SONIC SILHOUETTE has been created from LEGOS.



Aerial shot of ROCKS shaped into Sonic silhouette. On the ground, TRIBESPEOPLE dance, chanting the Sonic Heroes theme song.

TV ANNCR: "CREATING A GLOBAL PHENOMENON" (STATIC)



At the dinner table, a YOUNG GIRL turns the Sonic Heroes theme song while playing with her food.



She fashions her MASHED POTATOES into a Sonic silhouette.



TEENAGE BOY mows the lawn, whistling the Sonic Heroes theme song.

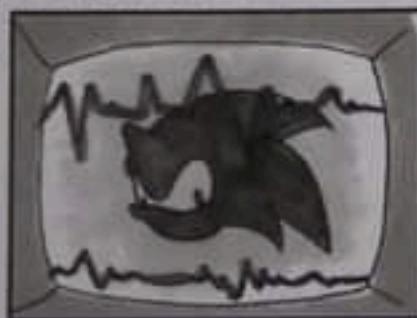
[CONTINUED]

Spot Title: "Close Signs"

TV ANNCR: "The question remains..." [STATIC] "Who, or what, is doing this?" [STATIC]



CRANE UP to see him put the finishing touches on a Sonic silhouette.



Back to the television screen, where the screen goes completely to the Sonic silhouette, cutting off the announcer.

VO (whispering): "SONIC HEROES IS COMING."



Spot Title: "Twister"

We're on the street of a small coastal town - think Galveston, Texas. Twelve-foot waves crash into the city's sea walls. TOWNSPEOPLE scramble to affix shutters to the windows.

CU nail hammered to a storm shutter.

OLD COWBOY: They're a-comin'.

CU hands applying a piece of duct tape to a large window.

CUT TO:

The Supermarket is mobbed by throngs of FRANTIC FOLKS stocking up on supplies. The water shelves are empty.

A GRANDMOTHER socks a surprised ROTUND SHOPPER in the nose and manages to grab the last tub of butter brickle ice cream.

A TEENAGE BOY rounds the corner of an empty aisle. Shiny rows of candy, chips, and soda greet his smiling face. He grabs a few snacks, then saunters up to the express lane, the pandemonium in front of and behind him a blur. The express lane is empty.

CASHIER: (chewing her gum, bored) Paper or plastic?

CUT TO:

Outside, the wind gains momentum. The trees lean over impossibly, nearly kissing the ground.

A local NEWS REPORTER fights to keep his balance in the gale-force winds. He has to yell to be heard over the wind.

NEWS REPORTER: Satellite photos aren't clear, but what appears to be a tornado...

A stray piece of aluminum siding blows through the air behind the reporter. Cars swerve around the small streets. It is utter mayhem.

The same Teenage Boy skateboards past the reporter. He deftly maneuvers around a BADNIK (evil robot) that is scraping its way down the street, its arms and legs flailing helplessly. The Teenage boy arrives at his FRIEND's house, where his TWO PALS are waiting for him.

FRANTIC PARENTS scramble to get the last windows battened down. They are terrified.

FRANTIC PARENTS: Boys, get inside before it's too late!

CUT TO:

SONIC: Here we go!

SONIC HEROES GAMEPLAY MONTAGE:

Team Sonic, in Tornado attack formation, turns a Badnik on his back. The robot kicks his arms and legs in the air, helpless as a slug. Team Sonic flies through the air.

CUT TO:

Back on the porch, the three boys sit back and watch the twister touch down. FRANTIC DAD screams by camera, hysterical, flashlights protruding from every pocket.

(CONTINUED)

Spot Title: "Twister"

(CONTINUED)

FRANTIC DAD: Take cover! Take cover!

TEAM SONIC breaks tornado attack formation and runs after the robot.

THREE BOYS: Cool!

A TOWNSPERSON flies through the air in front of the house.

TOWNSPERSON: Sega!

CARD - SONIC HEROES. ON JANUARY 7TH, GET READY TO BE BLOWN AWAY.

ANNCR: RATED E FOR EVERYONE.

FAST IS A WAY OF LIFE

POSITIONING THEME

The thrill of acceleration. The adrenaline rush of dizzying action. The sense of superSonic speed cuts through every detail in these ads and spots. The message is unmistakable: This game pumps up the action and blasts speed to brand new heights.





How will you get ready?

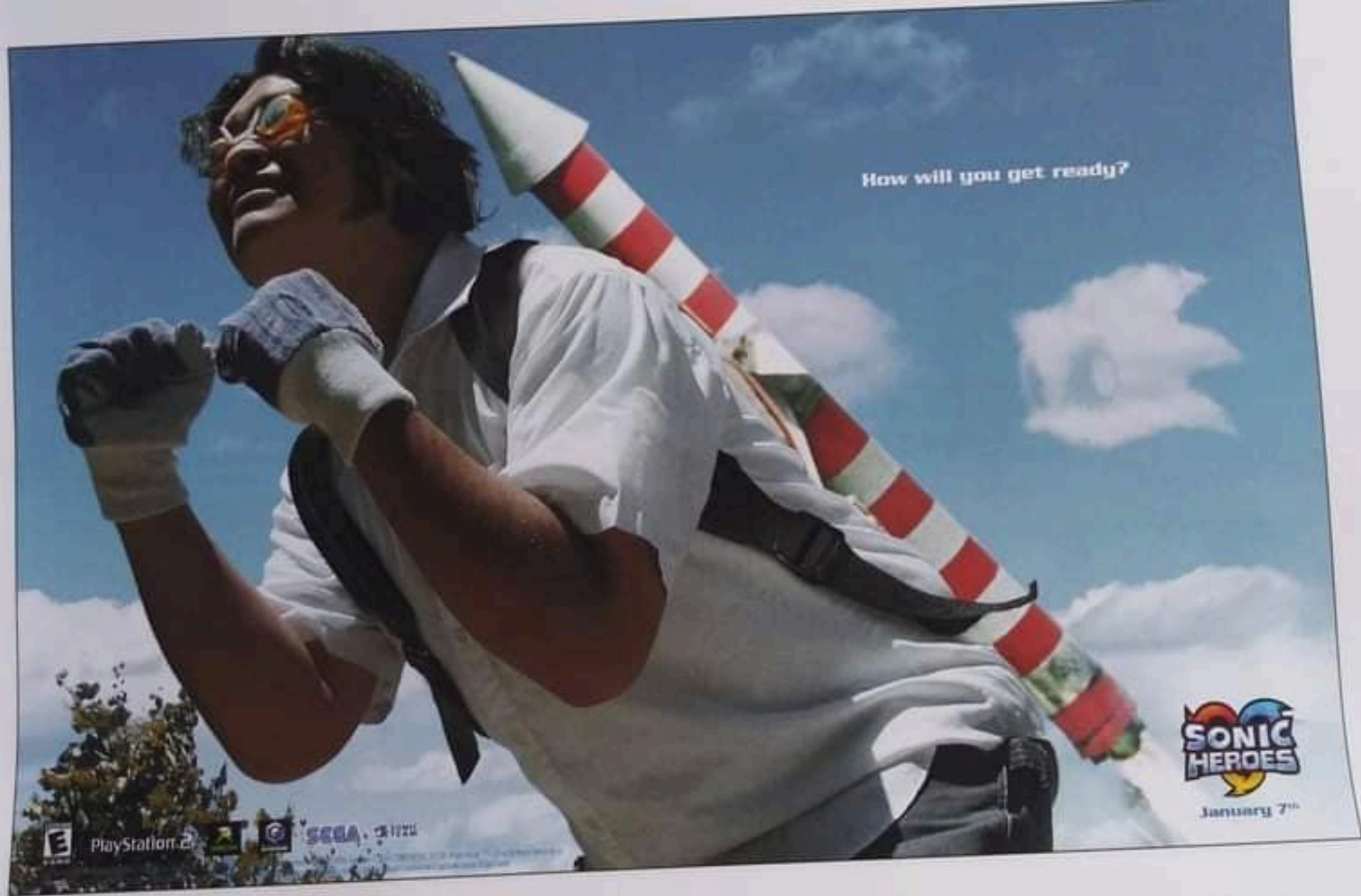


PlayStation 2



**SONIC
HEROES**

January 7th



How will you get ready?

**SONIC
HEROES**

January 7th



PlayStation 2

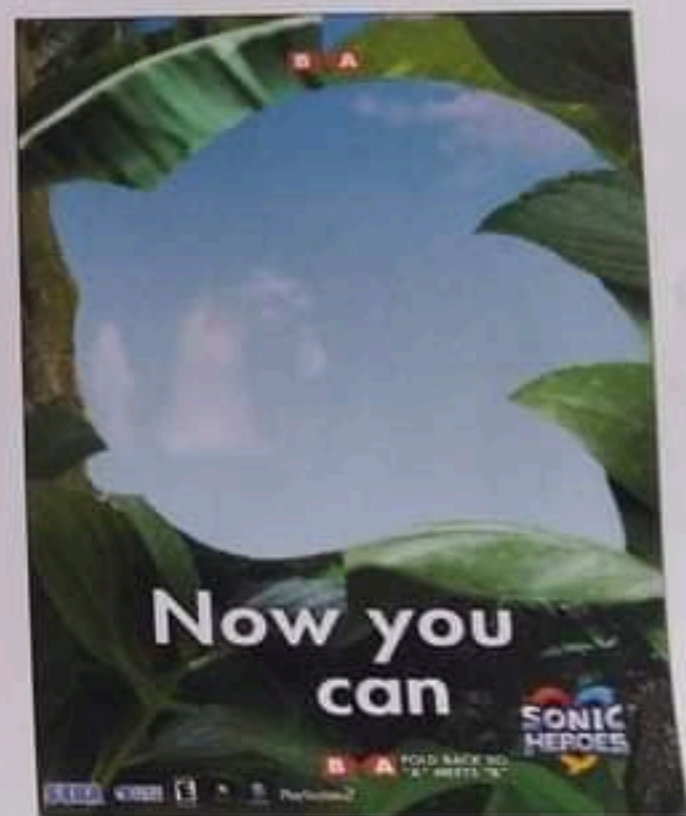
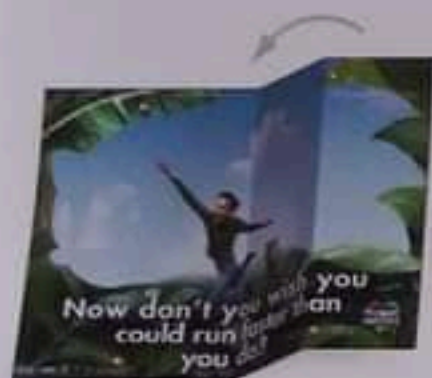
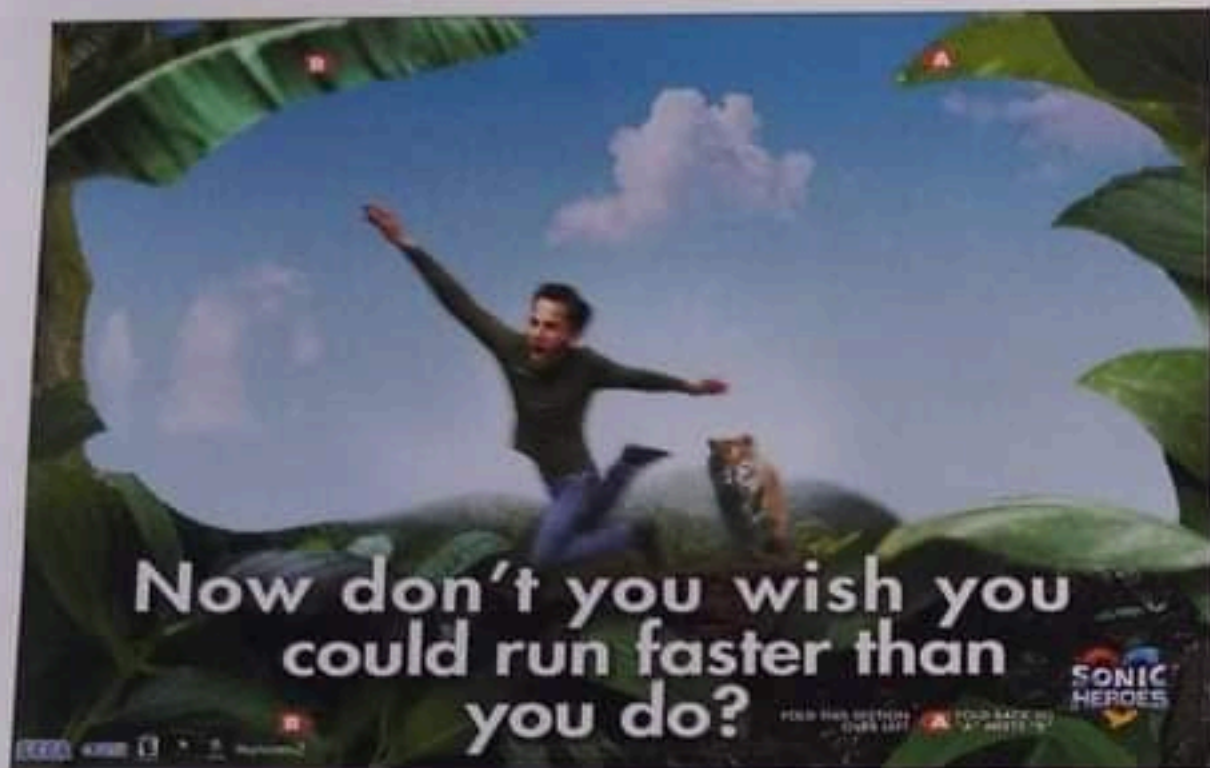


SEGA

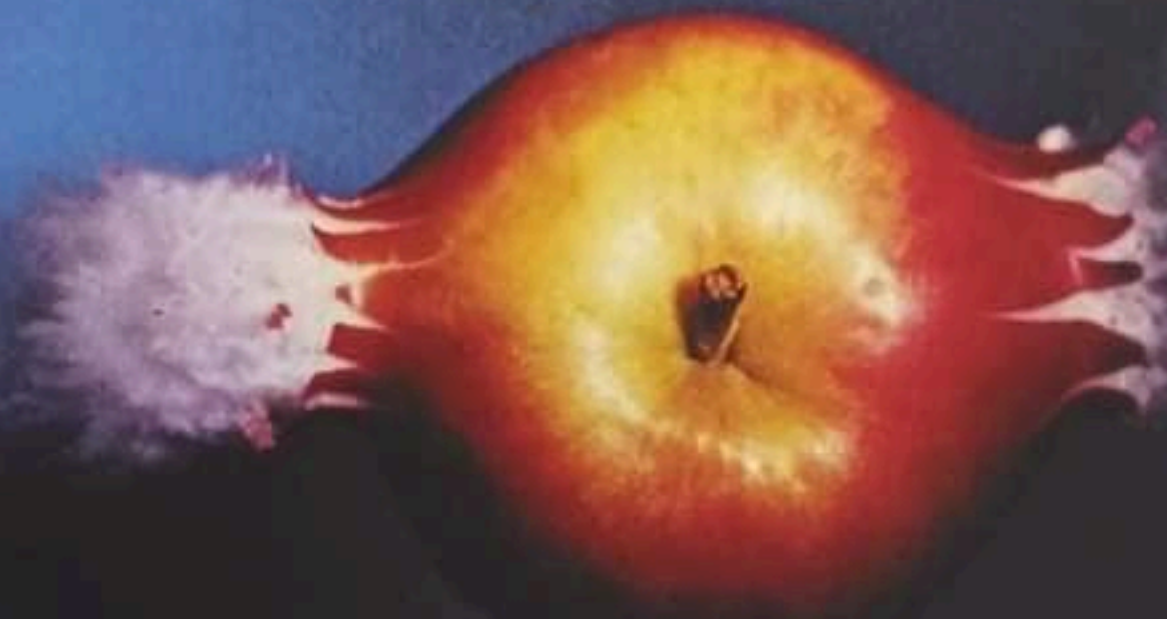
Hold on tight.
January 7th



E PlayStation 2 SEGA GAMES



FAST IS A WAY OF LIFE: Foldout Spread



PlayStation 2



**SONIC
HEROES**

January 7th

~~WAS~~
The Cheetah ~~is~~ the fastest animal in the world.



PlayStation 2

SONIC
HEROES

Spot Title: "Trooper"

Open on a STATE TROOPER sleeping in his car. He's hidden behind bushes on a country highway.

ANGLE from inside the car, looking over the trooper's shoulder. The radar gun, mounted on the dash, blips as if it's malfunctioning. On top of the dash is a box of donuts. In front of the trooper, through the windshield, is a speed limit sign that reads 60 MPH.

The trooper sleeps on, unaware, as the wind begins to blow...

HIGH ANGLE over the state trooper's car, looking back at the road stretched out behind him.

Something is streaking down the country road - a yellow, blue and red blur, that's leaving devastation in its path.

It passes the trooper's car in a flash, as the trooper is startled awake.

CU on the radar gun, which reads 760 MPH. It's smoking.

The trooper, stunned, reaches for a donut and begins to bring it to his mouth.

HIGH ANGLE looking at the road stretching out in front of the trooper. The speed limit sign has been defaced and now reads 760 MPH.

The yellow/blue/red blur streaks back toward the trooper.

The streak arrives back at the trooper's car and screeches to a halt. Sonic, Tails, and Knuckles stand in front of the shocked troopers' car. Sonic winks and takes the donut from the officer's hand.

The trio streaks off toward the horizon, as we...

CUT TO:

SONIC HEROES GAMEPLAY MONTAGE

ANNCR: THREE CHARACTER PLAYABILITY. TWELVE HEROES TO CHOOSE FROM. THOUSANDS OF POSSIBILITIES. IT'S ALL ABOUT THE RING.

Back on the road, Sonic, Tails, and Knuckles streak towards us. Sonic has the donut in hand.

CARD - SONIC HEROES

ANNCR: SEGA. RATED E FOR EVERYONE.

Spot Title: "Trooper"



Open on a state trooper, sleeping in his car. He's hidden behind bushes on a country highway.



ANGLE from inside the car. A RADAR GUN is mounted on the dash. It blips. A speed limit sign reads 60 mph.



The road stretches out behind him. A yellow, blue and red BLUR streaks toward him.



The streak passes the trooper's car in a flash, as the trooper is startled awake.



CU on the radar gun, which reads 760 mph. It's smoking. The trooper, stunned, reaches for a DONUT and begins to bring it to his mouth.



HIGH ANGLE on road stretching out in front of the trooper. The speed limit sign now reads "760 mph." The blur streaks back toward the trooper.

[continued]

Spot Title: "Trooper"



The streak arrives back at the trooper's car and screeches to a halt. Sonic, Tails and Knuckles stand in front of the car.



Sonic WINKS and takes a donut from the officer's hand.



The trio streaks off toward the horizon, as we...
CUT TO: SONIC HEROES GAMEPLAY MONTAGE.

VO: THREE CHARACTER PLAYABILITY, TWELVE HEROES TO CHOOSE FROM, THOUSANDS OF POSSIBILITIES. IT'S ALL ABOUT THE RING.



Spot Title: "Discovery"

Open on a cheetah running in slow motion across the savannah, as we hear:

ANNCR #1: (British accent, documentary style) IT IS THE FASTEST ANIMAL IN THE WORLD, CAPABLE OF REACHING SPEEDS OF UP TO SIXTY MILES PER HOUR. A SLEEK MISSILE OF MUSCLE AND FUR, UNEQUALED IN THE WILD, BUILT PERFECTLY FOR...

Sonic, Tails, and Knuckles enter the frame. They easily pass the cheetah.

ANNCR #1: HANG ON. WHAT'S THIS?

Sonic blows a raspberry at the cheetah (pfffffft!). The cheetah does a double-take as the trio speeds away.

CUT TO:

SONIC HEROES GAMEPLAY MONTAGE

ANNCR #2: SONIC'S BACK, AND HE'S NEVER BEEN MORE INTENSE. BECAUSE NOW YOU CAN CONTROL THREE CHARACTERS AT ONCE. FOR THE MOST HIGH SPEED GAME PLAY YET. ARE YOU FAST ENOUGH?

Back on the savannah, the cheetah limps along on crutches.

CHEETAH: (looking at camera) Segal

CARD - SONIC HEROES

ANNCR #1: RATED E FOR EVERYONE.

Spot Title: "Bus Stop"

Open on a bus stop. An OLD MAN, BLACK WOMAN, BUSINESSMAN, and TEENAGE GIRL wait for the bus.

The black woman stands up and looks down the street. She seems puzzled.

OLD MAN: Is the bus coming?

BLACK WOMAN: (worried) I think so...

The businessman reads his paper. The teenage girl listens to her walkman. They're oblivious.

Suddenly, a yellow/blue/red blur streaks past, with Sonic's, Tails', and Knuckles' features distinguishable at the front of the streak. The force of their passing leaves everyone at the bus stop in shock - and clad only in their underwear. They struggle to cover themselves.

BLACK WOMAN: Oh my goodness!

Suddenly the streak returns from the opposite direction, kicking up a cloud of dust that hides the bus stop. Reveal the people at the bus stop, now clothed again, their hair styled in the signature Sonic hairdo.

OLD MAN: (looking up at his new hairstyle) Oh my goodness.

CUT TO:

SONIC HEROES GAMEPLAY MONTAGE

ANNCR: A BRAND NEW SONIC IS COMING JANUARY 7TH.
THREE CHARACTER PLAYABILITY. INTENSE
GAMEPLAY. UNLIMITED POSSIBILITIES.
ARE YOU READY?

CUT TO:

The bus stop. The bus pulls up and opens its doors to reveal DR. EGGMAN.

DR. EGGMAN: Sega!

CARD - SONIC HEROES

ANNCR: RATED E FOR EVERYONE.

IT'S A BRAND NEW GAME

POSITIONING THEME

...And the rules have changed. This campaign not only distinguishes *Sonic Heroes* from every other game, but previous incarnations of Sonic as well. We've established an arresting, cutting-edge look that emphasizes *Sonic Heroes*' revolutionary new gameplay. The following ads invite friends to use their imaginations, get into the characters and share the rush that comes from super-fast team play.





Everyone needs a Hero.

Team Rose

Team Sonic

Team Dark

Team Chaotix

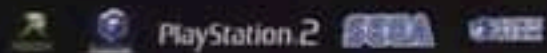
Choose sides. Good or evil.
Four teams. Twelve playable characters.
One mission. Rule the world.
January 7th

E PlayStation 2 SEGA GAMES

SONIC HEROES



THE NEW SONIC: FASTER, STRONGER, BETTER.



IT'S TIME TO PLAY.



NAME: Sonic the Hedgehog
ABILITY: Speed / 700 mph; Sonic Spin
LOVE: Music, fast things



NAME: Knuckles the Echidna
ABILITY: Boxing, slipping, climbing
LOVE: Digging



NAME: Miles "Tails" Prower
ABILITY: Flying, swimming
LOVE: Machines, mathematics, neat candy



NOW IT'S A TEAM SPORT!






E 3 10 PlayStation 2 SEGA XBOX



SONIC IS BACK!

4 YEARS. 12 CHARACTERS. PICK A SIDE AND PLAY.



  PlayStation 2  



taking
GOOD versus
EVIL
 to the next
LEVEL!

**SONIC
 HEROES**

INTRODUCING SONIC HEROES, THE NEXT STAGE OF SONIC. BE BAD. BE GOOD. BE BOLD. BE FAUL. BE WHATEVER YOU WANT.
 BECAUSE NOW YOU CAN BE THREE CHARACTERS SIMULTANEOUSLY. CHOOSE FROM FOUR STAGES.
 IT'S A B. HOLD ON. AND GET READY TO EXPERIENCE AN INFINITE NUMBER OF POSSIBILITIES.

ESRB Rating: E (Everyone)

PlayStation 2

SEGA



Spot Title: "Team Testimonial"

Dawn on an empty city street.

SLO-MOTION: We see two teams consisting of THREE TEENAGERS. Each team is stacked, acrobat style, so that the second kid sits atop the first kid's shoulders, and the third kid sits atop the second kid's shoulders.

The two teams run down the street, with the top kid on the first team reaching out to grab a ring hanging from a street lamp. There are many more rings in succession hanging down the street.

TEENAGER #1: (partially over footage) I think it's the spirit of teamwork that drives us - the feeling of working together. We learned that from Sonic Heroes.

CUT TO:

SLO-MOTION: A ring hangs tantalizingly over a lone teenager. He jumps for the ring. Misses. Jumps. Misses.

TEENAGER #2: (partially over footage) In the beginning, we didn't understand teamwork. It was like "I want that ring, I want that ring." Well, you can't have that ring. Not if you're not willing to work together as a team.

CUT TO:

SLO-MOTION: The two teams continue to race for the rings. As they do, one of the teams falls, collapsing to the ground.

TEENAGER #3: (partially over footage) Sure it's dangerous. But do you think Sonic lets that stop him? Does Tails? Does Knuckles? I don't think so. They're heroes, that's what they are. Heroes.

CUT TO:

SONIC HEROES GAMEPLAY MONTAGE:
1) Team Sonic grabbing rings
2) Team Sonic in hurricane mode
3) Team Sonic flying

ANNCR: NOW YOU CAN PLAY THREE CHARACTERS AT ONCE, FOR THE MOST INTENSE GAMEPLAY EVER. CHOOSE YOUR TEAM. STRAP IN. HOLD ON. AND GET READY FOR THE ULTIMATE SONIC EXPERIENCE.

CUT TO:

SLO-MOTION: On the street, the winning team celebrates.

TEENAGER #1: It's taught me to be a better human being.

CARD - SONIC HEROES

ANNCR: SEGA. RATED E FOR EVERYONE.

Spot Title: "Team Player"

Open in a locker room. SPORTS STAR #1 (Alex Rodriguez) sits across from SONIC, who doesn't seem happy.

ALEX: Listen, Sonic. It's about being a team player, all right?
You've got to share the limelight with your teammates.

CUT TO:

A football field. SPORTS STAR #2 (Keyshawn Johnson) and Sonic walk along the field.

KEYSHAWN: You can't hog all the glory, Sonic. Otherwise your teammates won't like you.

CUT TO:

A basketball court. SPORTS STAR #3 (Kevin Garnett) waits under the basket. Sonic stands at the top of the key.

KEVIN: I'm open! I'm open!

Sonic glances at him and instead throws down a monster dunk. Kevin grabs the basketball disgustedly.

KEVIN: You see? That's what I'm talking about!

CUT TO:

SONIC HEROES GAMEPLAY MONTAGE

ANNCR: THE NEW SONIC HEROES LETS YOU PLAY THREE CHARACTERS AT ONCE, FOR THE ULTIMATE TEAM SONIC EXPERIENCE.

CUT TO:

A tennis court. Sonic serves the ball and races to the other side to hit it before SPORTS STAR #4 (Andre Agassi) can return it. Andre throws down his racket.

ANNCR: WE'RE WORKING ON THE TEAM PART.

In the stands, Tails and Knuckles shake their heads.

CARD - SONIC HEROES

ANNCR: SEGA. RATED E FOR EVERYONE.

Spot Title: "Laboratory #1"

Open on a stark, sterile room.

A teenage kid, the TEST SUBJECT - tall, lanky, a little tough - stands behind a table, playing with a SONIC puppet (a marionette, with strings attached to move arms and legs). To the left of the table is a WOMAN in a lab jacket. A MAN in a lab jacket stands to the right of the table. He holds a clipboard and faces camera.

MAN: Here at Sega, we receive many suggestions for better Sonic gameplay. Here's one from Tiffany G. in Van Nuys, CA: (reading letter) "Dear Sega. What if you let players control more than one character at a time?"

Man nods to Woman, who hands a TAILS puppet to the Test Subject, who responds favorably.

Woman in lab jacket hands Test Subject a KNUCKLES puppet. Test Subject now plays with all three puppets successfully.

Woman hands Test Subject a BIG THE CAT puppet. All hell breaks loose. The strings become entwined, and the Test Subject becomes frustrated and loses control.

WOMAN: Three! Three characters maximum!

Man and Woman nod vigorously and give each other the thumbs up.

MAN/WOMAN: Good idea, Tiffany!

CUT TO:

SONIC HEROES GAMEPLAY MONTAGE

ANNCR: THE NEW SONIC HEROES LETS YOU PLAY THREE CHARACTERS SIMULTANEOUSLY, FOR THE MOST INTENSE GAMEPLAY EVER. ARE YOU READY?

CUT TO:

The lab. The Man and Woman try to free the Test Subject, who is now completely entangled in string.

CARD - SONIC HEROES

ANNCR: SEGA. RATED E FOR EVERYONE.

Spot Title: "Squeaky Clean"

Open on a flat, cracked desert plain. In the distance, a tornado of swirling sand approaches.

The dust tornado races toward us, nearly filling the frame until it spins to a stop, revealing...

Sonic, Tails, and Knuckles. They're filthy, covered with dust and grime.

Sonic snaps his fingers. From offscreen, a jet of water hoses them down.

Sonic, Tails, and Knuckles shake off. They're sparkling clean. Sonic smiles to reveal gleaming teeth.

ANNCR: ON JANUARY 7TH, GET READY FOR A BRAND NEW SONIC.

CUT TO:

SONIC HEROES GAMEPLAY MONTAGE

ANNCR: BECAUSE NOW YOU CAN PLAY THREE CHARACTERS AT ONCE, FOR THE MOST INTENSE GAMEPLAY EVER. TWELVE HEROES. FOUR TEAMS TO CHOOSE FROM. ONE MISSION TO DEFEND THE PLANET.

CUT TO:

CJ Sonic as he smooths his hair into shape and winks at camera. Then he's gone in a flash, along with Tails and Knuckles.

ANNCR: DO YOU HAVE WHAT IT TAKES?

On the horizon, the tornado streaks into infinity.

CUT TO:

CARD: SONIC HEROES

ANNCR: SEGA. RATED E FOR EVERYONE.

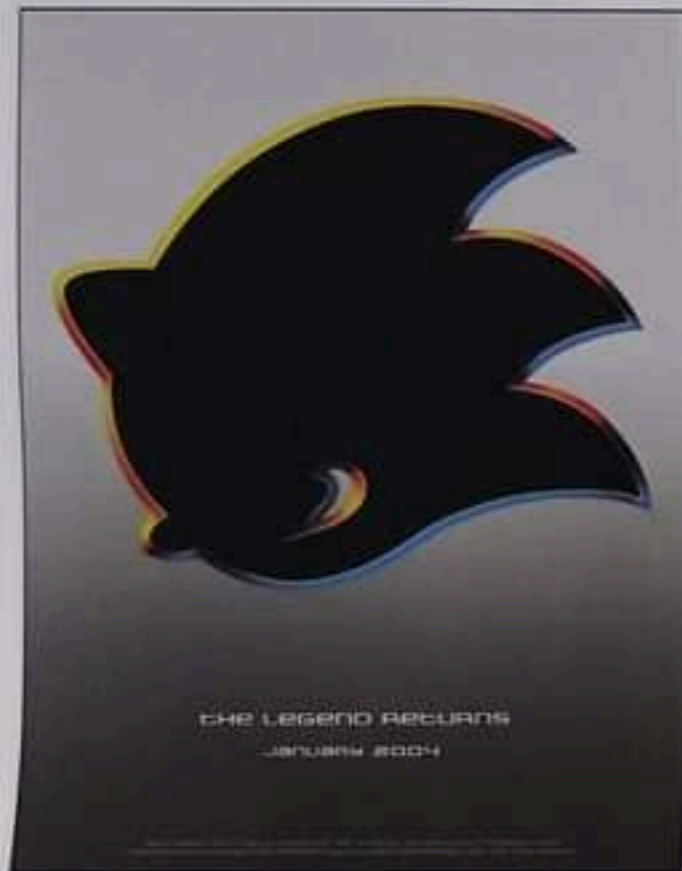
SUPER HEROES

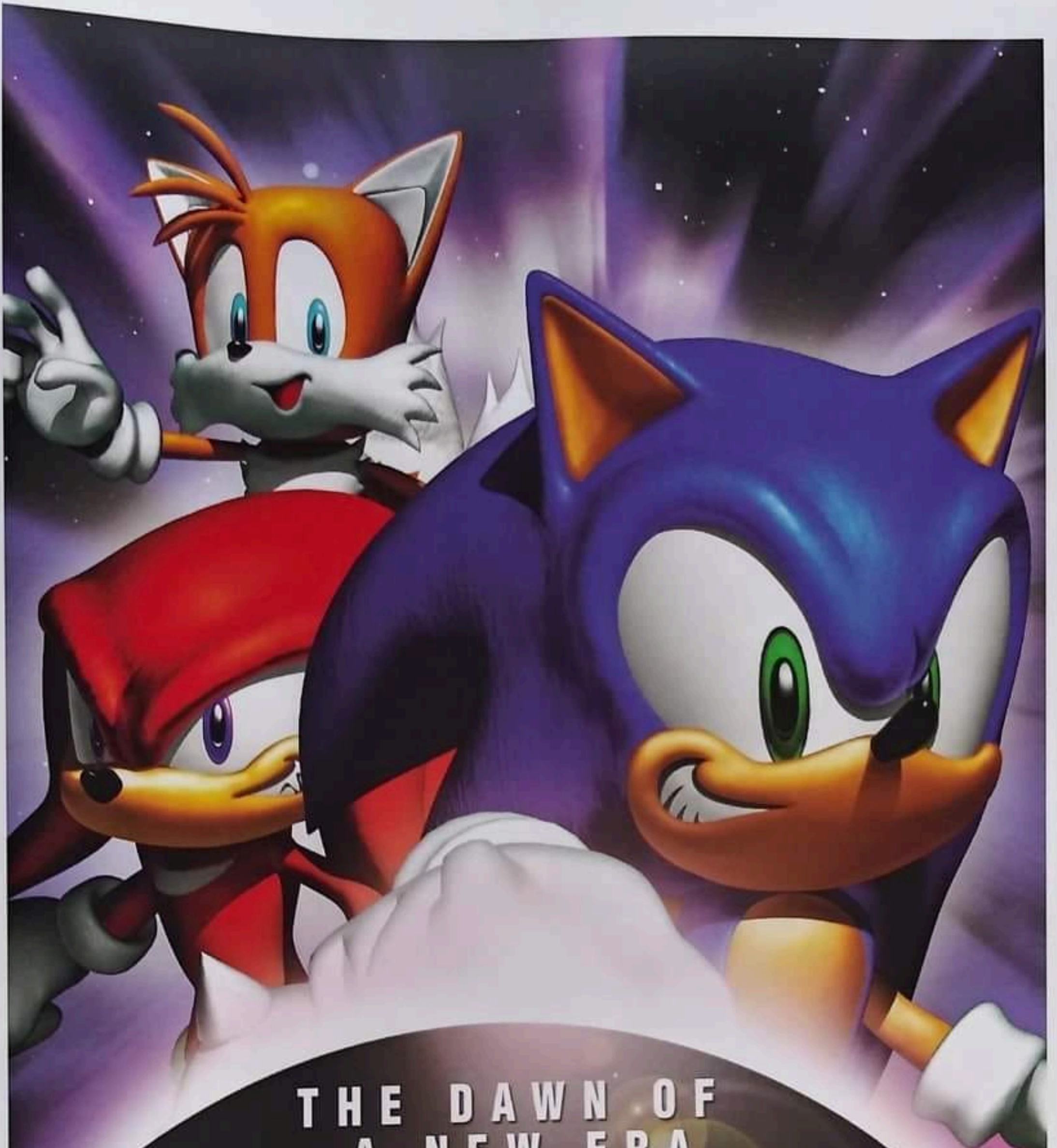
POSITIONING THEME

Our ads and spots are iconic. They evoke the timeless battle between good and evil and invite gamers to choose a side and get in on the action.



Doghouse





THE DAWN OF
A NEW ERA

SONIC HEROES



Xbox 360 PlayStation 2 SONIC TEAM SEGA

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LOOKING FOR A HERO

SAVE THE WORLD ON JAN 7



4 TEAMS, 12 HEROES, ENDLESS FUN!

Xbox PlayStation 2  SEGA 

Spot Title: "Console"

It's the middle of the night in the suburbs. It's quiet except for the sound of crickets. But something is lurking...

Inside CHILD #1's bedroom, we see the child sleeping. PAN across to a television, where the PLAYSTATION 2 CONSOLE's light suddenly comes on.

CU the plug, which pulls itself from the wall. The Playstation 2, its controller and cord dragging behind it, begins to "walk." The controller leads and pulls the console along behind it, so that the game moves like a slug.

CUT TO:

Another bedroom, where CHILD #2, a little girl, sleeps soundly. In the corner of the room, an XBOX has already pulled itself from the wall and is slowly inching from the room, lights blinking.

CUT TO:

A third bedroom, where CHILD #3 lies sprawled asleep. On the floor, already having made it to the door, a GAMECUBE inches forward, dragging its cord behind.

CUT TO:

A front porch, where Playstation 2 makes its way down the front stairs.

CUT TO:

The sidewalk, where XBox pushes forward. It's gaining momentum.

CUT TO:

The street, where Gamecube is steaming along, even faster...

CUT TO:

A driveway. Playstation 2, Xbox, and Gamecube come together. The controllers rise up from their consoles so that they appear to be faces, with the buttons as eyes. They are all "looking" with awe at the same thing in the sky.

We hear a collective "Ahh" from the controllers, before Xbox speaks.

XBOX: It has arrived.

CUT TO:

The night sky, where a Batman-style searchlight shines a Sonic Silhouette.

CUT TO:

SONIC HEROES GAMEPLAY MONTAGE

(CONTINUED)

Spot Title: "Console"

(CONTINUED)

ANNCR: NO MATTER WHAT YOUR SYSTEM. NO MATTER
WHAT YOUR SKILL LEVEL. THE NEW *SONIC HEROES*
LETS YOU PLAY ON MULTIPLE PLATFORMS.
CHOOSE YOUR OWN TEAM, AND CONTROL THREE
PLAYERS AT ONCE FOR THE ULTIMATE SONIC
EXPERIENCE. ARE YOU READY?

CUT TO:

The sidewalk, where we see the consoles together, slowly heading
away from camera, their cords trailing behind them.

GAMECUBE: You're on my cord.

PLAYSTATION 2: Don't be such a square.

CARD - *SONIC HEROES*

ANNCR: SEGA. RATED E FOR EVERYONE.

Spot Title: "Showdown"

Low drone. Menacing music. The bass of thunder claps lingers.

A flash of lightning. A glimpse of SPINDLY METALLIC CLAWS.

ANNCR: A FORCE OF EVIL...

CU of METAL SONIC'S EYES as they flicker to life.

ANNCR: HAS BEEN WAITING...

We are in Dr. Eggman's darkly lit laboratory. He is surrounded by robot parts and machinery and is furiously putting the finishing touches on his latest creation.

DR. EGGMAN: I have a surprise for you Sonic!

ANNCR: TO EMERGE FROM THE SHADOWS...

Metal Sonic raises his claws into the air, silhouetted by lightning. Thunder booms.

ANNCR: AND TAKE OVER THE PLANET.

DIP TO BLACK.

We are in TEAM SONIC's headquarters. The MUSIC gradually brightens. Sonic, Knuckles, and Tails are all business.

CU Tails testing out the rotary motion of his tails.

CU Sonic lacing up his boots.

CU Knuckles putting on his glove. He turns to hit a stack of bricks supported by two cinder blocks and pulverizes the whole set-up with a loud shout.

ANNCR: NOW, A TEAM OF HEROES MUST JOIN FORCES...

Hints of a heroic brass theme begin to emerge in the score. Think *THE RIGHT STUFF*.

SLOW MOTION, LOW ANGLE. A mechanical metallic door opens up from the floor to reveal three figures moving toward camera. A look of courageous determination transforms their faces.

CU Sonic. He leads them out into the world. His arm slowly raises and points to camera.

ANNCR: IN A BRAND NEW ADVENTURE...

SONIC: Here we go!

ANNCR: THAT WILL REDEFINE A LEGEND.

DRUMS kick in.

SONIC HEROES GAMEPLAY MONTAGE

ANNCR: ON JANUARY 7TH, SONIC IS BACK. AND THIS TIME, HE'S BRINGING REINFORCEMENTS.

CARD - SONIC HEROES - JANUARY 7TH

ANNCR: SEGA. RATED E FOR EVERYONE.

Spot Title: "Showdown"

VO: A FORCE OF EVIL HAS BEEN WAITING...



CU of METAL SONIC'S EYES as they flicker to life.

DR. EGGMAN: "I HAVE A SURPRISE FOR YOU, SONIC."



We are in Dr. Eggman's darkly lit TECHNO-LAB.

VO: TO EMERGE FROM THE SHADOWS... AND TAKE OVER THE PLANET.



Metal Sonic raises his claws into the stormy sky, silhouetted by lightning.

VO: NOW, A TEAM OF HEROES...



We are in Team Sonic's HEADQUARTERS. CU TAILS testing out rotary movement of his tails.

VO: MUST JOIN FORCES...



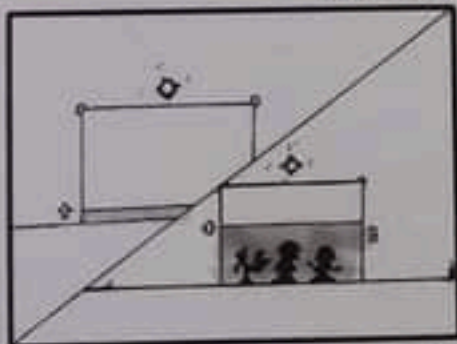
CU SONIC buckling his boots.



CU KNUCKLES putting on his gloves.

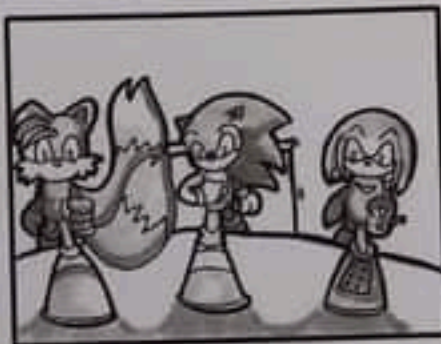
Spot Title: "Showdown"

VO: ...IN A BRAND NEW ADVENTURE...

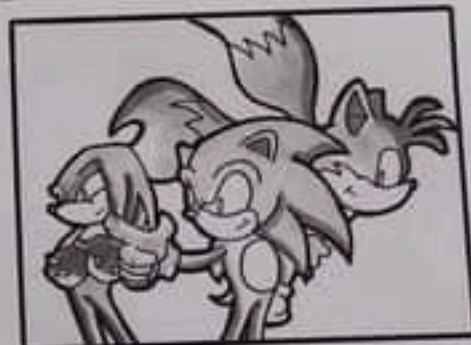


SLOW MOTION. A metallic MECHANICAL DOOR opens up from the floor to reveal three figures moving toward camera.

VO: ...THAT WILL REDEFINE A LEGEND.



A look of courageous determination transforms their faces. These heroes are ready for action.



CU Sonic. He leads the team out into the world. His arm slowly raises and points to camera.
CUT TO: SONIC HEROES GAMEPLAY MONTAGE.

VO: ON JANUARY 7TH, SONIC'S BACK. AND THIS TIME, HE'S BRINGING REINFORCEMENTS.



LIFESTYLE

POSITIONING THEME

Gaming isn't just a form of recreation or a way to pass the time. It is an attitude, a style and a prism through which gamers relate to the world. This campaign illustrates how the attitude of the Sonic Heroes brand resonates in the lives of those who play it.








HERO SANDWICH



**SONIC
HEROES**

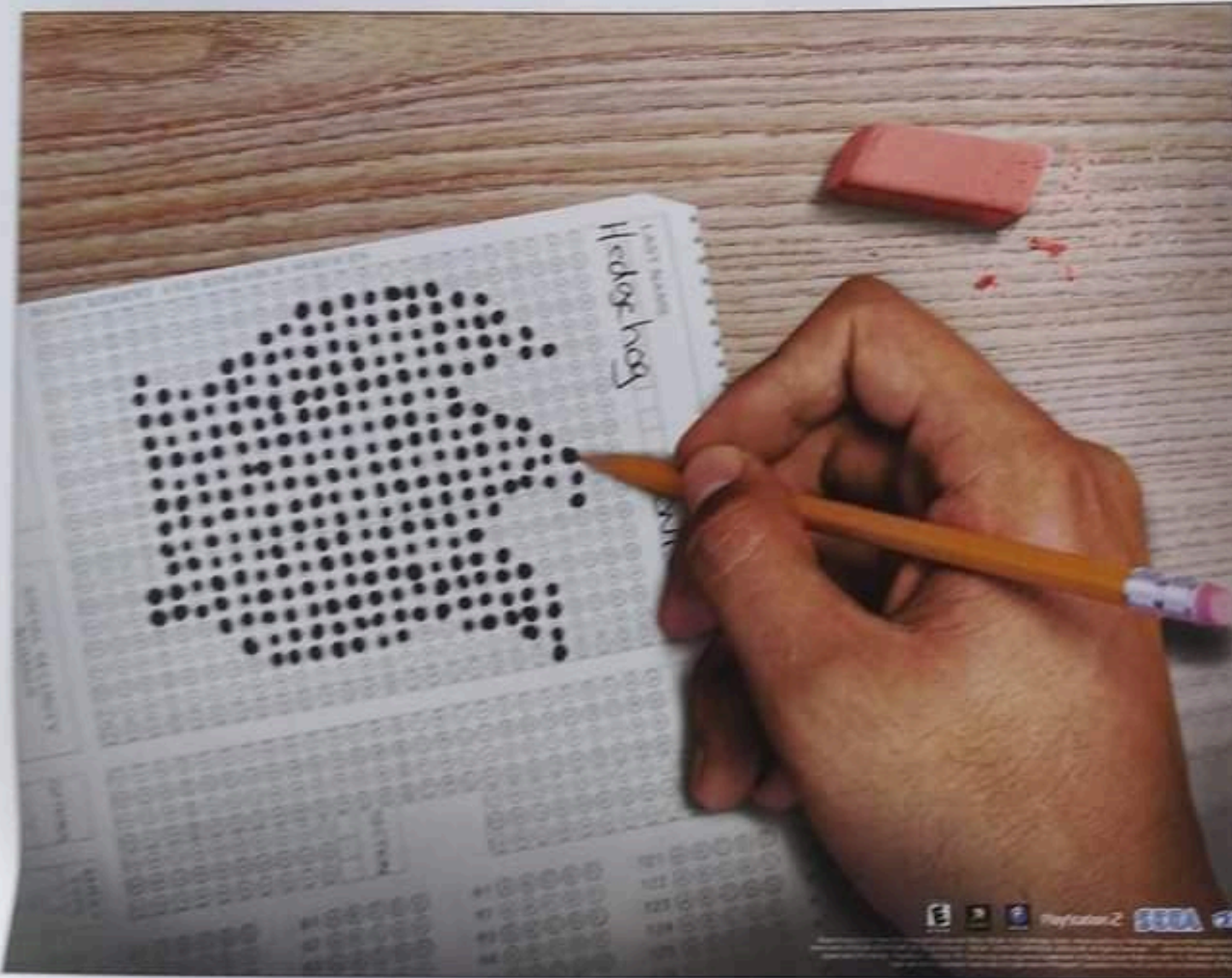
JAN 7TH

E  PlayStation 2  SEGA 

IT WILL
PLAY YOU



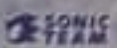



JAN 7TH



E P S PlayStation 2 SEGA GAMES



  PlayStation 2  SEGA 

**IT WILL
PLAY YOU**



JAN 7TH

Runs at the
speed of sound.

Smashes buildings
with his fists.

Flies like
a bird.



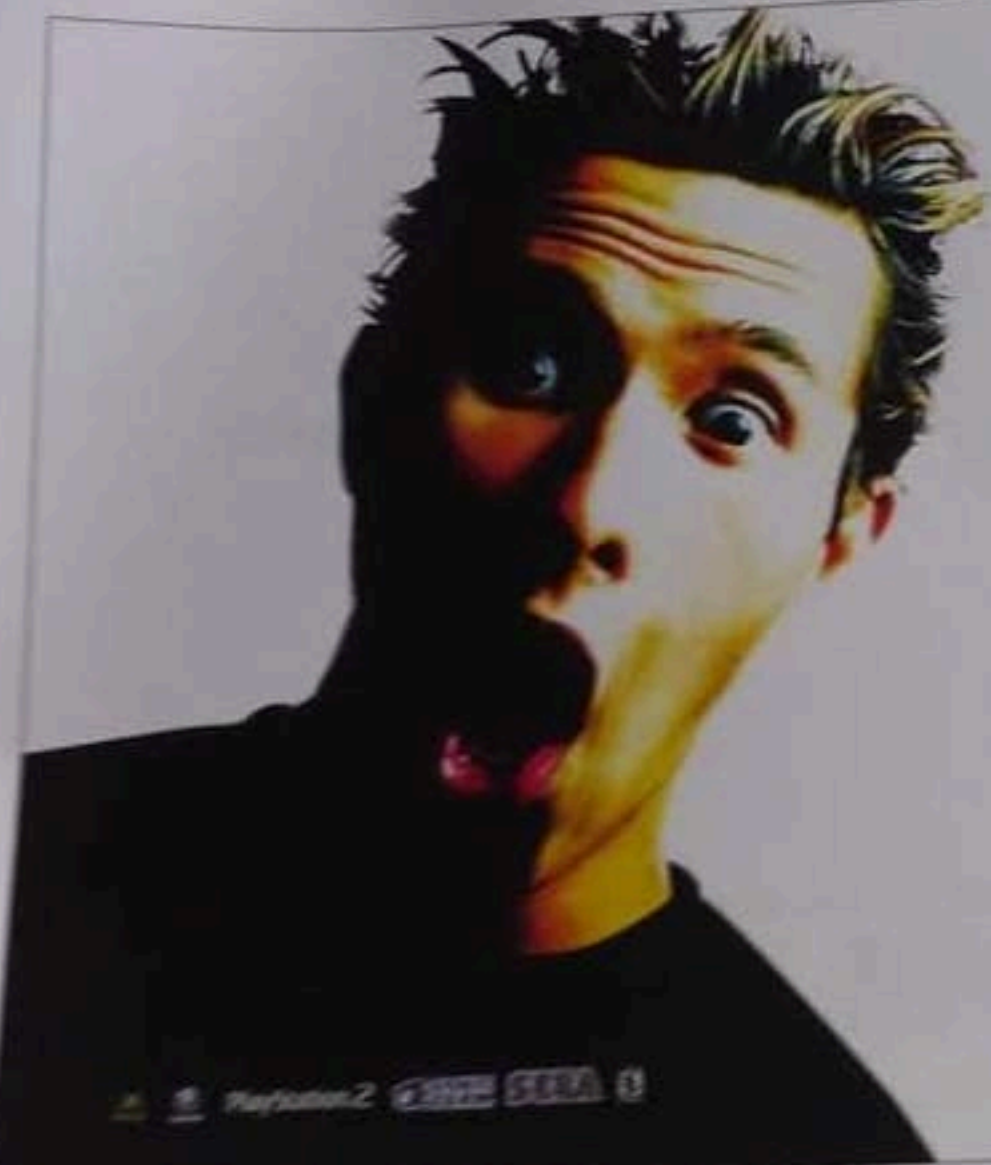
You too can be a Super Hero.

That's because the new Sonic Heroes takes you places you've never imagined, while giving you three ways to defend the planet—all at the same time. Sonic Heroes lets you control three players simultaneously, for the ultimate Sonic experience.



PlayStation 2 SEGA





he Just
HeaRd
aBout It!

Imagine when
he pLAYS the GaMe...

JAN. 7 JOIN THE TEEN



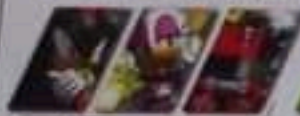
PlayStation 2 XBOX 360

Doghouse

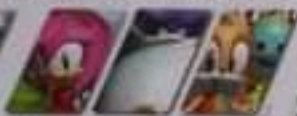
PLAY THREE CHARACTERS AT ONCE.



4 Teams. 12 Characters. You play 3 heroes at once. It's too much fun for just one thumb.



Team Bird



Team Blue



Team Chaotic



Team Hero



PlayStation 2

SEGA
CREATED

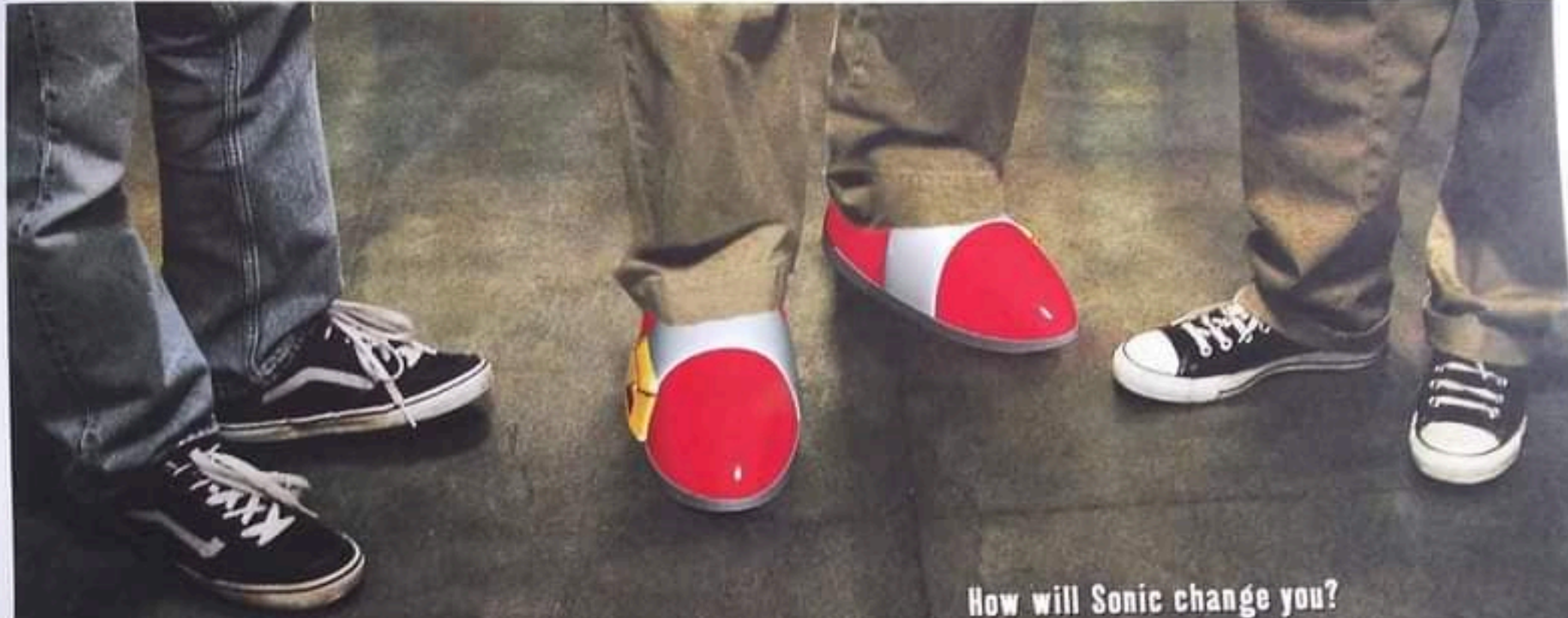




Choose Sides.

E PlayStation 2 SEGA

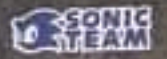




How will Sonic change you?



PlayStation.2



SEGA



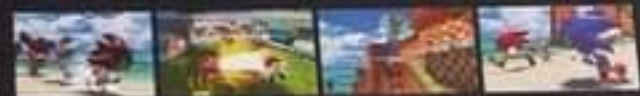
On January 7th It's not just a new game - it's a revolution.

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**"SONIC IS A
STATE OF
MIND."**



PlayStation 2



Four teams. Twelve characters. A world of possibility.

FAST.



JANUARY 7TH

Spot Title: "Sonic State of Mind"

We are watching a TEENAGE BOY (NICK FOSTER) at the breakfast table. He maneuvers his spoon through a cereal bowl, transfixed by his Cheerios.

MOM registers a note of hesitation as she passes by him.

The Cheerios floating in the milk have been arranged into the shape of Sonic's head, the trademark spiky hair rendered in broken O's.

MOM: Honey, are you feeling okay?

CUT TO:

SCHOOL BELL rings.

We are in a junior high classroom. We DOLLY across neatly arranged rows of kids sitting at their desks following the rehearsed instructions fed to them by their instructor.

TEACHER: If there is no choice that is appropriate, choose the letter "D" for "none of the above." Please fill out only one response per question...

Nick is busy shading in his Scantron form, but he has begun to fill in answer bubbles in the shape of Sonic's head.

TEACHER: Please put your number two pencils down until I say begin. Nick, I'm talking to you. Earth to Mr. Foster...

CUT TO:

Doors fly open. The hallway fills up with lunchtime cacophony. Horseplay and titters yield to the scrape of cafeteria trays against orange lunch tables.

Our protagonist thunks down his brown bag lunch on the table and is joined by two FRIENDS. They watch as he places the contents of his lunch down on the table, unwraps his P, B & J, and carefully begins peeling off the crust (think of Richard Dreyfuss shaping his mashed potatoes in *CLOSE ENCOUNTERS*). The sandwich is reshaped into Sonic's head.

A small group of TEENS has gathered around the table to watch.

ONLOOKER: Now that's a hero sandwich.

CUT TO:

We are on a residential street. Nick is on his Razor scooter in the middle of the street, his gaze drawn skyward. Clouds shift in the wind and start to take shape. The wind gathers strength.

BIRD'S EYE VIEW on Nick as he cranes his neck up.

The clouds form Sonic's head.

The wind is strong enough now that Nick nearly loses his balance. The sound of the gust blowing through the overhanging trees transitions us into...

(CONTINUED)

Spot Title: "Sonic State of Mind"

(CONTINUED)

SONIC HEROES GAMEPLAY MONTAGE:
TEAM SONIC in tornado attack mode.

CUT TO:

Nick walking up front steps to his house. He runs his hands through his hair. It takes the shape of Sonic's trademark spikes...

CARD - SONIC HEROES - JANUARY 7TH

ANNCR: SONIC HEROES IS COMING. ARE YOU READY?
RATED E FOR EVERYONE.

Spot Title: "Roommate"

Open in a college dorm hallway. An anxious-looking COLLEGE STUDENT answers his door to find TWO MEN in white jumpsuits with a stretcher. The two men talk in rapid, Jack Webb-like staccato.

MAN #1: Room 205?

STUDENT: Where've you guys been?

MAN #2: Where's the kid?

CAMERA follows into the dorm room as the student leads us and the two men into a bedroom.

STUDENT: He's in here.

REVEAL a pasty-looking STUDENT, sitting at a game console, playing SONIC HEROES.

MAN #1: How long's he been like this?

PLAYER: (muttering to himself, imitating Sonic and Tails) Here we go. Leave it to me. Here we go...

STUDENT: I don't know. I came back from Christmas vacation, and he was just sitting there.

MAN #2: (into a shoulder walkie-talkie) Control, we've got another one.

Man #1 begins loading the TV and game console on the stretcher, while Man #2 carefully lifts the Player onto the stretcher. The game goes on uninterrupted, and the Player remains oblivious.

STUDENT: That's my TV.

MAN #2: You should've thought of that before you let him play *Sonic Heroes* on it.

CUT TO:

SONIC HEROES GAMEPLAY MONTAGE

ANNCR: THE NEW SONIC HEROES. WITH FOUR TEAMS TO CHOOSE FROM, FIFTY-SIX STAGE VARIETIES, AND THE ABILITY TO PLAY THREE CHARACTERS AT ONCE, YOU'LL NEVER PLAY THE SAME GAME TWICE...NO MATTER HOW HARD YOU TRY.

CUT TO:

The two men close the doors of the ambulance on the Player (still entranced by the game) to reveal the Sonic silhouette on the back doors. The ambulance begins to drive off.

In the driver's seat is DR. EGGMAN.

DR. EGGMAN: Sega!

CARD - SONIC HEROES

ANNCR: RATED E FOR EVERYONE.

Spot Title: "Laboratory #2"

Open on a stark, sterile room.

A teenage kid, the TEST SUBJECT, stands beside a MAN in a white jacket. Behind them is an enclosed "dunk tank" where a WOMAN in a white jacket and glasses sits on a platform. She's wearing a nose plug.

MAN: Here at Sega, we receive many suggestions for better Sonic gameplay. Here's one from Karl S. in Toledo, Ohio: (reading letter) "Dear Sega. What if you let players choose whether to be a good character or an evil character?"

Man nods to the tank. We see two buttons. One is labeled "Good," the other is labeled "Evil."

The Test Subject studies the two buttons, trying to decide.

The Man waits, holding his breath.

The Woman waits nervously.

The Test Subject triumphantly punches the "Evil" button, sending the Woman into the tank of water.

The Woman surfaces. Both the Man and Woman nod vigorously and give each other the thumbs up.

MAN/WOMAN: Good idea, Karl!

CUT TO:

SONIC HEROES GAMEPLAY MONTAGE

ANNCR: THE NEW SONIC HEROES LETS YOU CHOOSE FROM FOUR TEAMS, GOOD OR EVIL, FOR THE MOST INTENSE GAMEPLAY EVER. ARE YOU READY?

CUT TO:

A cannon, inside of which is the Woman. Man stands to the side as Test Subject lights the fuse. Man covers his ears.

CARD - SONIC HEROES

ANNCR: SEGA. RATED E FOR EVERYONE.

Thank You!



Doghouse