

AUTOMOTIVE

Rolls-Royce showcases Dawn in carefree, cinematic campaign

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Chasing the sun in a Rolls-Royce Dawn. Image credit: Rolls-Royce Motor Cars

By SARAH RAMIREZ

British automaker Rolls-Royce Motor Cars is embracing spontaneity and the open road in a new campaign centered around the Dawn convertible.

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Rolls-Royce's "Act On Inspiration" campaign puts on avant-garde spin on joyriding. The series is also a departure from the marque's recent efforts.

New Dawn

Rolls-Royce took to YouTube to tease the new campaign with a trailer. The teaser weaves together three different narratives, playing up individualism and independence.

The trailer begins with a woman walking on a dirt road to a spot marked with an X.

Rolls-Royce leans into storytelling

The scene fades to black as a man asks offscreen, "what now?" The woman replies, "We wait."

Next, the scene reveals a sunrise with the Spirit of Ecstasy just out of focus in the foreground. A montage begins with a blonde woman driving a Dawn down the palm-tree lined streets of California, before transitioning to man driving in a wintery mountain landscape and then a woman driving through a lush forest.

As a rainstorm begins in the woods, the woman stretches out her arms to feel the rain on her skin. The soundtrack's tempo accelerates, with the short continuing to contrast the sleek Dawn against stunning scenes.

The music's intensity continues building, revealing more settings and protagonists, before the trailer fades to black.

"Act One: The Passenger" is set in California. It begins with a steady drumbeat as a blonde woman is parked in her blue Rolls-Royce Dawn, fidgeting with a gold wedding band.

She starts the car and begins driving down the city streets.

It is golden hour, and she turns up the radio, singing and dancing while driving. The woman drives through a tunnel

and gleefully lets her hair blow in the wind.

While stopped at a red light, a man offscreen calls out to her and knocks on her windshield. She is startled for a moment and then her eyes flash in recognition.

The woman giggles and waves the unseen man inside the car. She leans over to open the Dawn door and the spot ends on a cliffhanger.

A Dawn landing page on the Rolls-Royce site reveals other installments from the series, piecing together a mysterious narrative.



The Rolls-Royce Dawn landing page

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