



# NISSAN XTERRA RELAUNCH

CLAIRE TAFT, BETTYE TISH, REMY MARTIN AND SNOW LIU

A heart set beating will never stop,  
will not quietly drift away in the  
river of time. Years may pass, but  
you never fall out of love, only  
further in. Because true love is  
only carved deeper by the flow of  
years. An eternity of anticipation  
feels like a blink when you expect  
greatness, when you've felt it  
before. **When you know love like  
this, you'd wait forever.**  
But now you don't have to.





**THE ONE WORTH WAITING FOR**





**TEASERS**



# TEASER ADS



***THE ONE  
WORTH  
WAITING  
FOR.***

These ads draw in viewers by **appearing as unsponsored**, solely entertaining videos. Just as the **climatic** moment reaches, the scene cuts to a **mysterious message** teasing our SuperBowl reveal, leaving viewers surprised and intrigued.



# BILLBOARDS



- A series of consecutive billboards that **make you anticipate** the next billboard's message
- Positioned on interstates within <50 miles of New Orleans, host of the 2025 Super Bowl
- **Read by those headed to the game**
- Assembled within 10 days of the game



**DID YOU THINK...**

**THAT ONE  
BILLBOARD...**

**WAS ENOUGH...**

**TO ANNOUNCE...**

**WHAT  
THOUSANDS  
ASKED FOR?**

**NEITHER DID WE.**



**02.09.25**

**THE ONE WORTH WAITING FOR.**



**SUPER BOWL AD**



# SUPER BOWL AD

FEATURING RIHANNA

Nissan's Super Bowl commercial will highlight two long-awaited comebacks: the new Nissan Xterra and Rihanna's new album. Millions have waited for each of their returns. This will be nostalgic and exciting for fans of the Xterra and fans of Rihanna.



# “SHUT UP AND DRIVE”

In this Super Bowl spot, the highly anticipated 2025 Nissan Xterra makes its debut alongside Rihanna’s new album, which people have been waiting for 10 years.

OPEN ON–Classic Nissan Xterras plowing through rugged terrain, tires splashing through rivers, winding around mountain roads.

MUSIC: “Shut Up and Drive” by Rihanna plays, as if it’s coming from the car radios

SFX: Engines revving as the cars off-road.

CUT TO– Close-up shot of Rihanna’s heels stepping through mud, slowly panning upward.

RIHANNA (VO) - What are *you* anticipating?

CUT TO – An Xterra powers up a dirt trail, kicking up dust as it navigates the wilderness.

CUT TO – The camera pans further up Rihanna’s legs.





**RIHANNA (VO) - Just another car commercial?**

**CUT TO – An Xterra charges through a wet road in the rain, splashing water behind it.**

**RIHANNA (VO) - This is a love story years in the making.**

**MUSIC: “Shut Up and Drive” abruptly stops playing.**

**CUT TO – The all-new 2025 Nissan Xterra drives towards the camera on a mountain side, its headlights illuminating it.**

**RIHANNA (VO) - When you know love like this, you’d wait forever.**

**CUT TO - Rihanna’s iconic silhouette steps towards the car. Her identity is revealed. She speaks to the camera.**

**RIHANNA - But now you don’t have to.**



(She opens the door, gets in the car and starts it. She taps the screen to play her new song)

SFX: The engine roars as Rihanna starts the car.

MUSIC: “Wait 4 U”, Rihanna’s lead single from her upcoming album begins to play.

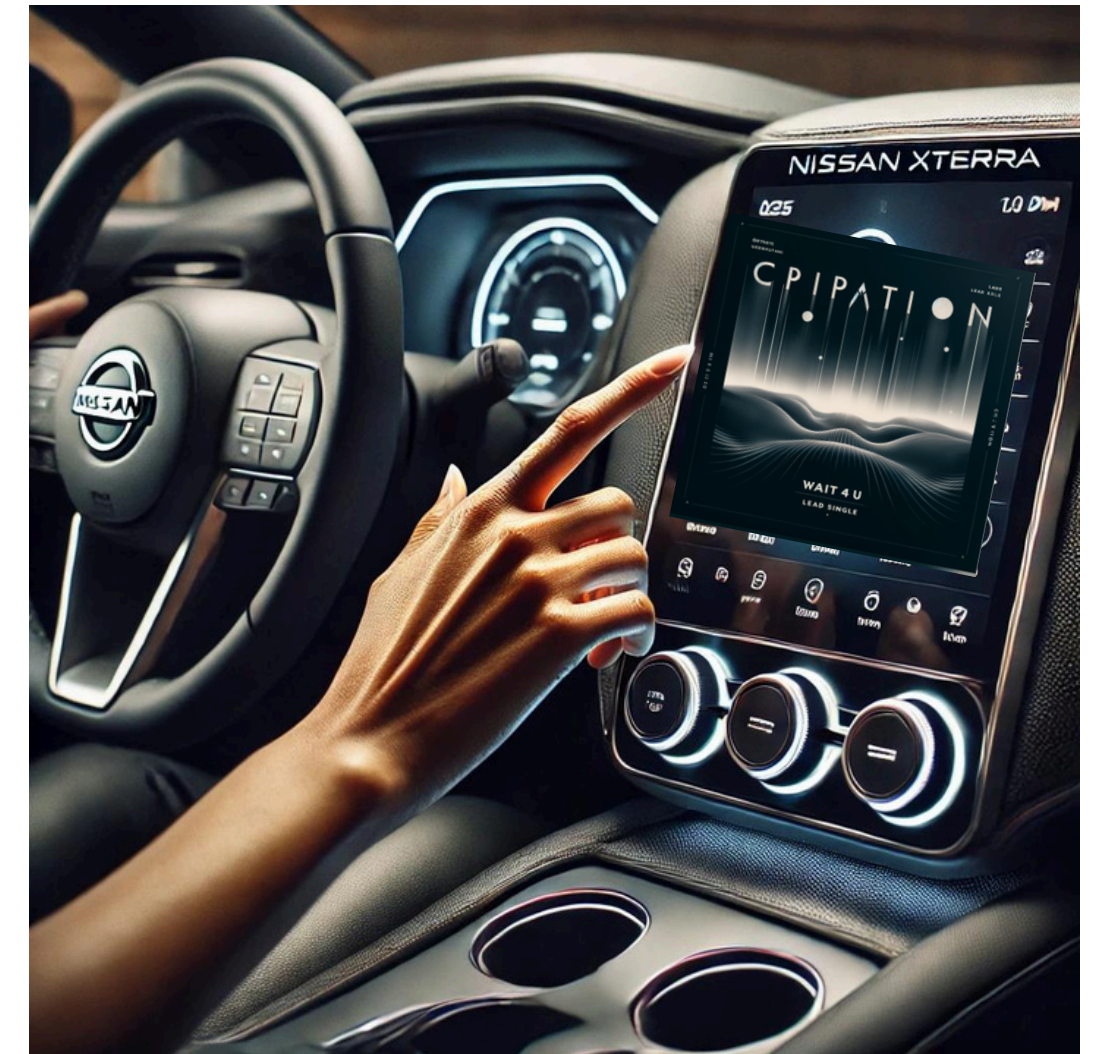
CUT TO–Rihanna drives off and the 2025 Nissan Xterra drives through rugged terrain.

TITLE– So what are you waiting for?

TITLE - Text “The One” to 020925 to learn how your love for the Xterra can become love for Rihanna’s new album.

TITLE - Because some things are worth waiting for.

FADE TO LOGO





# RIHANNA COLLABORATION TIMELINE

1

## NOV-JAN

- Teaser ads from Rihanna and various unaffiliated social media accounts
- Billboard campaign

3

## MAR-APR

- Other TV ad “Feel the Anticipation” runs, also featuring Rihanna

2

## FEBRUARY

- The Super Bowl commercial ad airs, featuring Rihanna, and fully revealing the new Xterra for the first time.
- Rihanna’s lead single “Wait 4 U” releases
- Social media challenge

4

## MAY

- The Xterra hits stores
- Giveaway: first Rihanna concert at Red Rock Amphitheatre

# THE SOUND OF A RELAUNCH: “WAIT 4 U”

- “Wait 4 U” is the lead single on her new album “CIPATION”
  - Slow start, builds to high energy ballad
- Her last released discography was the album “ANTI”... “-CIPATION” continues Rihanna’s commentary on relationships right where she left off
- Nissan fans get perks surrounding the new album





# OTHER TEASER AD



- Posted 1-week pre-Super Bowl
- Rihanna posts this video with the sound of a Nissan X-Terra unlocking heard off-camera
- It is captioned: “020925.WFU”

**SOCIAL ACTIVATION**



# SOCIAL MEDIA CHALLENGE

A challenge that encourages followers to share their most memorable adventure. They would visit a page on Nissan's website where they can write about their adventure. All participants will be entered into a drawing for the chance to win **VIP tickets** to Rihanna's Red Rocks concert, a fan **meet-and-greet**, and **Nissan X Savage X Fenty merchandise** (steering wheel cover, driving gloves, trucker hat and other car-related products).





## Nissan's "What Are You Waiting For" Challenge

1. Share your adventure. Write a short story (up to 500 words) about your most memorable adventure.
2. Upload photos or videos (optional)
3. Fill out the submission form
4. Share on Social media for additional entries with hashtag #WhatAreYouWaitingFor



submission form

All entries will be reviewed and selected stories will be featured on Nissan's social channels. ,



# RED ROCKS CONCERT



**POST-REVEAL**

**TV SPOT**



# “FEEL THE ANTICIPATION”

:30

OVERVIEW: In this commercial, we'll feel the growing excitement that comes from things worth waiting for.

SFX: A heartbeat, slow at first. The heartbeat quickens as the commercial goes on, underscoring the sound of nature scenes.

CUT TO - A SURFER PADDLING TO CATCH A WAVE.

RIHANNA (VO): You know it when you feel it.

CUT TO - A MOTHER ROBIN SITTING ON HER NEST, WARMING AN EGG.

RIHANNA (VO): That feeling in your chest that says “no matter how long it takes.”

CUT TO - SEED DORMANT UNDERGROUND, A TIMELAPSE OF MELTING SNOW ABOVE IT.

CUT TO - HIKERS DRIVING UP A STEEP, TREACHEROUS MOUNTAIN ROAD IN AN XTERRA IN DYING SUNLIGHT.





RIHANNA (VO): Because you know that some things...

CUT TO - PEOPLE FILLING THE STANDS AT RED ROCKS.

RIHANNA (VO): Are worth waiting for.

CUT TO -THE LIGHTS AT RED ROCKS DIMMING AND FANS START CHEERING AND JUMPING FOR JOY.

SFX: Heartbeat slows

CUT TO - THE SURFER BEGINS HER DESCENT OVER THE CREST OF THE MASSIVE WAVE, WITH A DRAMATIC CUTBACK.

CUT TO - A ROBIN CHICK BURSTS THROUGH THE CRACKING EGG.

CUT TO - THE SEED BURSTS THROUGH THE SPRING GROUND AS A SHOOT.

CUT TO - THE HIKERS STAND AT THE TOP OF A MOUNTAIN PEAK, XTERRA IN THE BACKGROUND AS THEY HUG EACH OTHER AT SUNSET.

CUT TO - THE AUDIO BOARD AT RED ROCKS, THE MIC BEING TURNED UP.





CUT TO - RIHANNA WALKS ONSTAGE TO A CHEERING CROWD.

RIHANNA: Heyyyyy (CROWD cheers)... Wow, I love this energy! It's like I never left. (RIHANNA begins to sing her featured song)

MUSIC - "Wait 4 U" by Rihanna

TITLE - You know the ones worth waiting for.

TITLE - So what are *you* waiting for?

TITLE - Test drive a 2025 Nissan Xterra to earn Rihanna's concert presale code. (QR Code to schedule a test drive appears on screen)



*What are you waiting for?*

**THANK YOU**