
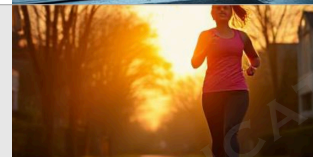






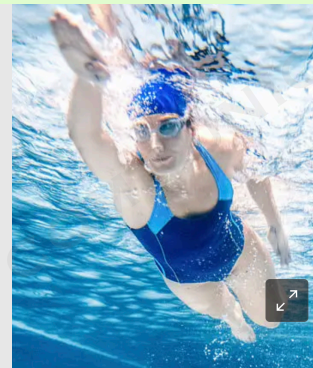
## "To Be a Better Me" / XXX ATHLETIC WEAR





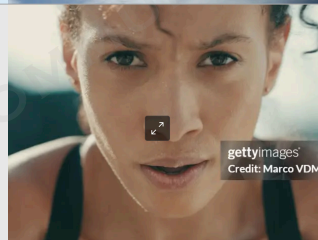
PHYCTORIA COMMUNICATIONS




### FILM CONCEPT: "To Be a Better Me" / XXX ATHLETIC WEAR

- Client: M4H
- Text: Phryctoria Communications
- Length: 30 sec
- Target: Athletic individuals 16-60
- Style: Energetic, driven, soulful
- V/O: driven, focused

Row	Time Range	Audio	Visual	Image	Duration
1.1	00:00 - 00:03	Garage door opening.  Birds chirping.	Dawn. A garage door opens. A woman in running gear walks outside, takes a moment, then jogs off.		00:03
1.2	00:03 - 00:05	<b>Female Voiceover 1:</b> <i>"I don't run to be the next Flo-Jo."</i>	That same woman jogging down a suburban street.		00:02
TRANSITION: Soft cut					
2.1	00:05 - 00:07	Sounds of tires on the road, gears shifting.	Close-ups of cycling shoes peddling, gloved hands shifting gears.		00:02
2.2	00:07 - 00:11	<b>Male Voiceover 2:</b> <i>"I don't ride to be the next Armstrong."</i>	Early morning. A man cycling up a hill in full gear.		00:04

Row	Time Range	Audio	Visual	Image	Duration
TRANSITION: Soft cut					
3.1	00:11 - 00:14	<b>Male Voiceover 2:</b> <i>“I don’t train to be the next LeBron.”</i>	A basketball court.  A young man running basketball drills: cones, shooting drills. He’s diligent, locked in.		00:03
TRANSITION: Soft cut					
3.2	00:14 - 00:17	<b>Female Voiceover 2:</b> <i>“I don’t train to be the next Sabrina.”</i>	A tennis court.  A young woman training alone with a tennis ball machine. She’s focused, driven.		00:03
TRANSITION: In-camera Whip					
3.3	00:17- 00:21	<b>Overlapping Voiceovers:</b>  Swimmer: <i>“I don’t swim to be the next Ledecky.”</i> Weightlifter: <i>“I don’t train to be the next Simone.”</i> etc...	<b>A Slow Montage:</b> A woman diving into a pool. A man in a gym doing box jumps. A woman in a gym doing dead lifts. A man trail running.		00:04

Row	Time Range	Audio	Visual	Image	Duration
3.4	00:21 - 00:23	<b>Voiceovers continue...</b>	The basketball player runs and takes off, leaping through the air to dunk.		00:02
3.5	00:23 - 00:25		<b>Slow motion:</b> He's flying through the air!		00:02
3.6a	00:25-00:29	<b>Overlapping Voiceovers continue:</b> Trailer runner: "I don't run to be the next Leddecky." Gym rat: "I don't train to be the next OBJ." etc...	<b>The Montage speeds up, faster and faster:</b> Looping back through all the athletes training even harder: the jogger, the cyclist, the tennis player, the swimmer, etc.		00:04
3.6b			<b>Slo-Mo:</b> Always cutting back and forth to the ball player flying through the air.		
4.1	00:29 - 00:32	<b>Overlapping Voiceovers:</b> Jogger: "I train..." Cyclist: "I train..." Swimmer: "I train..." Tennis player: "I train..."	<b>Fast Montage of the athletes faces:</b> Speeding through <b>close-ups of the strained faces</b> of our athletes.		00:03

Row	Time Range	Audio	Visual	Image	Duration
5.1	00:32 - 00:35	Basketball slams through the hoop, ending the voiceovers.	Slow motion ends abruptly  As the basketball player lands at the basket, slamming it in.		00:03
5.2	00:35 - 00:38	<b>Female Voiceover 1:</b>  <i>I train to be a better me.</i>	Through the garage door, we see:  The jogger from frame 1 returns home, exhausted, but triumphant.		00:03
6.1	00:38 - 00:39		<b>Logo blend in</b>  Text on screen: To be a better me.		00:02