

NIKE FUEL

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FADE IN:

EXT. DIRT PATH - WOODS - MORNING

CLOSE ON

A STAMPEDE of NIKE RUNNING SHOES. Bleed into an incessant CHIRP from the distance.

INT. BEDROOM - DAY

When you live paycheck-to-paycheck, this is the room you can afford. Sunshine squeezes through cigarette burns and the opening between dark curtains. Chipped paint on the walls.

FLOOR

An iPhone, aglow. It unleashes a deafening CHIRP.

BED

A MAN (30) with tousled hair and a beard bolts up. A small dog leaps into his lap. He has something in his mouth: a black BRACELET with little marquee lights that spell the word, GOAL. He drops into the man's lap. It is the NIKE FUELBAND SE. The man grumbles.

NARRATOR (V.O.)

No one said making a change would
be easy...

He looks down at his pup. Dog owners really do look like their pets.

MAN

A promise is a promise, right?

The dog barks.

EXT. DIRT PATH - WOODS - MORNING

A fit WOMAN (30's) in Nike running apparel at the entrance of a dirt trail that carves through a canopy of vibrant fall trees.

She kicks her foot up behind her, reaches back with a slender hand to stretch her quads. She wears a purple NIKE FUELBAND SE on her wrist, Lunar Glide 5's on her feet.

NARRATOR (V.O.)
But when you clip on the Nike
Fuelband SE, you're not just
choosing to be a better you--

She prances onto the trail, tears off with perfect form.

NARRATOR (V.O.)
You're choosing to join a movement.

INT. HOUSE - LIVING ROOM - DAY

Victorian. Gigantic windows, amazing light. Polished wood
rafters and trim. Intricate engraving in the cedar paneling.

A MAN and WOMAN (40's) are bent over at the edge of a leather
couch in matching Nike Dri-Fit running gear. They tie Nike
running shoes, FUEL BAND SE wristbands lit up on their wrists.

A baby sits on the floor opening and closing a NIKE FUEL BAND
SE. He smiles up at his parents. His outfit matches theirs.

The woman lifts him. Lays him baby in a stealthy stroller.

WOMAN
How are we looking?

The man races over to his iPhone on the dining room table. It
is the only thing out of place.

NARRATOR (V.O.)
And the best part?

IPHONE

A graph. Head shots of the couple on the left in line with an
image of the bearded man and the woman from the dirt track.
The line of progress for the couple is lower.

NARRATOR (V.O.)
You don't have to go at it alone.

MAN

Peers up from his phone in a panic.

MAN
They're pulling ahead on the
leaderbar!

EXT. APARTMENT BUILDING - DAY

The bearded man jumps up and down in front of a dilapidated brick building. He's been drinking more beers than protein shakes, but he's got a solid base.

The dog stretches beside him. He wears a tiny Nike windbreaker.

The man looks down at his wristband.

WRISTBAND

A thumb presses a BUTTON next to the digital word, GOAL.

EXT. DIRT PATH - WOODS - DAY

The fit woman runs at a brisk pace. Her ponytail bounces.

The power-couple strides up alongside her from the left. They push the stroller in front of them.

The bearded man and his pup duck in from the right. The dog wears a NIKE FUEL BAND SE around his neck as a collar.

The pup sprints ahead, kicks up a cloud of dirt.

NARRATOR (V.O.)

Nike fuel. Because running your active life on fumes is no way to live.

CLOSE ON

A STAMPEDE of Nike running shoes.

FADE OUT.