NIKE SCRIPT

Shot #	Audio What the Audience Hears	Video What the Audience Sees
0:00-0:15	The audience will hear the natural sounds of waking up such as an alarm, stretching, getting ready & tying shoes.	It is early morning. Girl hits her alarm, gets out of bed, stretching and begins to get ready for her gym session. Close up shot of tying shoes and outfit. Which is Nike products.
0:15 - 0:20	• Voice Over: "Not every run is perfect." • Soft motivation music starting.	You see girl, hands on her knees, tired. Background is outside for visual aspect.
0:20 - 0:25	• Voice Over: "Not every workout feels good." • Soft motivation music in background.	Girl dropping weights, clearly frustrated in the gym.
0:25 - 0:30	• Voice Over: "Progress is there but almost invisible." • Soft motivation music in the background.	Girl stretching with body language and expression of tiredness, finding that motivation, and wonder.
0:30 - 0:45	• Voice Over: "Each day is the same; wake-up, workout, eat, go to work, sleep, repeat" • Soft motivation music in the background, but fades out on the word "repeat" and pauses.	Different shots of girl waking-up, working out, eating, working, sleeping, and screen goes black with the word "repeat". Product placement throughout.

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Shot #	Audio What the Audience Hears	Video What the Audience Sees
0:45 - 0:50	• Voice Over: "But progress isn't about being perfect."	Screen is black.
0:50 - 0:55	• Voice Over: "It is simply about showing up." • Music picks back up.	Screen immediately shows girl finding her strength mid weight set. She picks up weights and begins to continue her workout. Product placement.
0:55 - 1:00	• Voice Over: "Even when those early mornings and late nights happen." • Music back track.	Shows girl working in the morning and studying late at night.
1:00 - 1:05	• Voice over: "From the long work days to the sleepless nights." • Music back track.	Shows girl at work and later in a restless night.
1:05 - 1:15	• Voice Over: "You continue to show up." • Music back track.	Shows girl back at the gym. Product placement.

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Shot #	Audio What the Audience Hears	Video What the Audience Sees
1:15 - 1:20	• Voice Over: "Every mile teaches you something." • Music back track.	Shows girl running. Product placement.
1:20 - 1:25	• Voice Over: "Each rep gives you strength." • Music back track.	Shows girl lifting weights. Product placement.
1:25 - 1:30	• Voice Over: "And every time you choose to show up counts." • Music back track.	Girl working out. Product placement.
1:30 - 1:35	• Voice Over: "So don't give up, keep going and just do it." • Music back track.	Girl continuing to workout. Product placement.
1:35- 1:45	• Voice Over: "Because it doesn't matter where you started. You are moving forward and showing up for yourself. That's what matters most. Share your journey with us. Whether that is a comment or share at www.nike.com/journey" • Music cuts out.	Screen moves to workout clip with typography of voice over. Product placement.