

EXT. GOLF COURSE - DAY.

EXTREME WIDE SHOT: A lone flag whips back and forth on the green. Scene is calm, serene. IN THE DISTANCE WE SEE the TEE; a figure approaches (ATHLETE #1), steady, calm.

CLOSE UP: They places their ball, rise, take their stance.

NARRATOR

You're not up early to see the sunrise... or to chase the breeze.

MEDIUM CLOSE UP: ATHLETE #1: Concentration falls over them like a wave as their eyes narrow, fixated on the pin.

NARRATOR

You're here to tackle the obstacles in front of you.

EXT. DRIVING RANGE - DAY.

WIDE: ATHLETE #2 walks across the range, behind a line of GOLFERS swinging on their respective tees, buckets of range balls emptied to their sides. Something is amiss; the other golfers' swings are messy. In fact, they're all making the same mistakes, completely avoiding the target greens, getting frustrated.

NARRATOR

Others see a grind, but you don't.

MEDIUM: ATHLETE #2 takes note as they approach an open tee. They confidently pull out a CLUB from their bag.

NARRATOR

You see every swing as its own reward.

CLOSE UP: CLUB - NIKE GOLF SWING PRINT PRODUCT.

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NARRATOR

You play for tomorrow, by adjusting your game today.

INT. FAMILY ROOM - DAY.

WA: ATHLETE #1 is practicing their swing in their living room.

MEDIUM: They take a cut, walk over to their MOBILE DEVICE that's sitting on the table top. They hit a button or two, power up the NIKE SWING PRINT APP. APP GRAPHICS pop up onto the screen next the ATHLETE #1.

CUT-IN: ATHLETE #1's stats including their AVATAR and a ranking system comparing their progress to a circle of friends (including ATHLETE #2 & ATHLETE #3 - each w/ their own AVATAR). They're currently ranked 5th.

NARRATOR

Get to know the golfer you are now, so you can pursue the golfer you will be.

WIDE: Athlete #1 takes a few swings and data is collected to the mobile device. GRAPHICS ILLUSTRATE: SWING PLANE, CLUB ANGLE, SWING SPEED, ROTATION ANGLE, LOFT, ETC.

EXT. DRIVING RANGE - DAY.

MEDIUM: Athlete #2 holds their mobile device next to their tee. A HOLOGRAM IMAGE OF ATHLETE #2 stands in front of them, playing their last swing.

OVER THE SHOULDER: they thumb through their phone, swiping through their last few swings, taking mental note.

INT. OFFICE - DAY.

MEDIUM: ATHLETE #3 is practicing their short game in their office.

CUT-IN: Club to ball. GRAPHICS ILLUSTRATE: their APP collects pertinent data while they prepare to put.

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WIDE: ATHLETE #3 takes their stroke; the APP collects the data. ATHLETE #3 pulls out their MOBILE DEVICE to see results.

CUT-IN: PHONE/APP.

COACH pops up on screen, delivers a few pointers.

NARRATOR

There aren't gaps in your game, only opportunities.

CUT-IN: VIRTUAL ZONE. Coach stands on a tee amidst a white BG. Coach identifies the problem with the swing.

NARRATOR

And athletes you can trust won't just address areas of weakness, they'll correct them.

CUT-IN: VIRTUAL ZONE. Coach is offering a practice drill. Three balls are placed in cascading order. Coach demonstrates a technique to only hit the center ball.

INT. FAMILY ROOM - DAY.

WIDE: ATHLETE #1 has set up the three balls as coach has instructed. They swing.

INT. OFFICE - DAY.

MEDIUM CLOSE UP: Athlete #3 is taking Coach's advice as well.

GRAPHICS ILLUSTRATE holding the club parallel to the ground at shoulder level; Athlete #3 mimics.

EXT. MOUNTAIN TRAIL - DAY.

WIDE: Athlete #2 is deep into a jog.

GRAPHICS ILLUSTRATE the SWING PRINT; identifying where they need the most growth, and the recommended training for improvement.

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NARRATOR

Who won't just point in the direction you should go; they'll build a personal path to run down at full speed.

INT. INDOOR POOL - DAY.

WIDE: Athlete #3 is feeling the burn of an intense butterfly stroke.

GRAPHICS ILLUSTRATE the swing print; identifying where they need the most growth, and the recommended training for improvement.

INT. GYM - DAY.

MEDIUM: Athlete #1 works out, tirelessly.

GRAPHICS ILLUSTRATE the swing print; identifying where they need the most growth, and the recommended training for improvement.

NARRATOR

We aren't just improving technique. We're removing limitations...

EXT. GOLF COURSE - DAY.

MEDIUM: Athlete #1 takes a big ol' swing on the tee. Not too shabby.

EXT. MOUNTAIN TRAIL - DAY.

WIDE: Athlete #2's PHONE BEEPS. They stops their jog and check it.

GRAPHICS ILLUSTRATE Athlete #1's posting: (ATHLETE #1) has stepped up their game with new Nike technology SWING PRINT APP.

NARRATOR

... through technique enhancing and social competition.

Athlete #2 smiles, puts their phone away, picks up the pace of their run. Their AVATAR pops above their head.

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EXTREME WIDE SHOT: Athlete #2 runs down a trail, revealing the city skyline to their left. Their AVATAR runs beside them, but it is not alone; more AVATARS of other players are trailing, training.

NARRATOR

Because it's not a grind when you have purpose.  
You won't settle for average, or normal.

EXT. GOLF COURSE - DAY.

MONTAGE:

-- Athlete #1 surveying the next hole, driving, putting.

-- Athlete #2 surveying the next hole, driving, putting.

-- Athlete #3 surveying the next hole, driving, putting.

NARRATOR

Your drive rejects normal.

EXT. GOLF COURSE - DAY.

EXTREME WIDE SHOT: Athlete #1 drives down the fairway. It's headed straight for the pin. Athlete's #2 & #3 wait with them alongside the tee.

NARRATOR

Normal can be left to the grinders, the sunrise watchers, the wind-chasers. You've got obstacles in front of you. Welcome to the next level.  
Welcome to Nike Golf.