

## **The Brief**

Hamptonvile Gym asked me to write a script of between 200-400 words for a promotional video that would be used on their YouTube and Facebook accounts.

## Hamptonville Gym - Video Script

Scene	Visual	Audio
1	<b>Fitness Instructor, ADAM, is stood outside the entrance to the Hamptonville Gym.</b>  <b>CUT TO:</b>	Hey, I'm Adam and welcome to the Hamptonville Gym. Whether you're looking to lose weight, gain muscle, improve, or simply maintain your fitness levels then you've come to the right place. Let's start the tour.
2	<b>Adam walking through the weights room.</b>  <b>CUT TO:</b>	This is the weights room. Here we have everything from weight machines to free weights. Instructions on each model show you how to perform the exercise and adjustable weight settings allow you to customise each machine to your needs.
3	<b>Adam walking through the cardio room.</b>  <b>CUT TO:</b>	This is the cardio room. Here you can replicate scaling the French Alps on our exercise bikes, crossing the Channel on our rowing machines, or completing the marathon on our running machines. Each machine allows you to set a target time and distance, adjust resistance, and track your heart rate.

Scene	Visual	Audio
4	<p><b>Adam stops next to a PERSONAL TRAINER working with a MEMBER.</b></p> <p><b>CUT TO:</b></p>	<p>If you're not sure where or how to start then we have a personal trainer who can work with you to build a tailored schedule and be by your side to push you to achieve your goals.</p>
5	<p><b>Adam sits on the floor in the middle of a yoga class.</b></p> <p><b>CUT TO:</b></p>	<p>Or, if you want a more social workout experience, then why not join one of our pilates, yoga, or spinning classes. These run throughout the day, so you can find a time that works for you.</p>
6	<p><b>Adam is stood in the swimming pool.</b></p> <p><b>CUT TO:</b></p>	<p>Fancy a dip? Then head over to our swimming pool. It's 25 metres in length and ranges from 1.2 to 2 metres in depth. Its split into three separate lanes - slow, medium, and fast - depending on your confidence and abilities. And if you just want to relax...</p>
7	<p><b>Adam sits in the sauna.</b></p> <p><b>CUT TO:</b></p>	<p>Don't forget our sauna.</p>
8	<p><b>Adam sits in the steam room.</b></p> <p><b>CUT TO:</b></p>	<p>And steam room.</p>
9	<p><b>Adam sits at a table in the cafe drinking a smoothie.</b></p> <p><b>CUT TO:</b></p>	<p>And finally our cafe, where you can have pre and post-workout drinks and food.</p>

Scene	Visual	Audio
10	<b>Adam is stood outside the Hamptonville Gym.</b>	If you like what you see and want to join us at Hamptonville Gym then just call us on 0207 437 7272 or visit our website at <a href="http://www.hamptonvillegym.com">www.hamptonvillegym.com</a> . Better yet, come to the gym yourself and get a free guided tour from one our trainers who can answer any questions that you may have. We look forward to seeing you.