



‘We Got Now’ TVC Script :30

We open in a bold, bright space. A minimal, modern, sculptural, and unique environment with depth. It’s a whole vibe.

A ‘New Balance’ logo appears on screen.

The logo disappears as the camera dynamically pushes in to reveal...

...NBA Champion Jamal Murray standing in front of a dynamic set, staring into camera. He breaks the dramatic tension and smiles, quickly dribbling in and around our set where mirrors/reflecting surfaces create a multitude of Jamal’s – it’s almost as if he’s playing himself. He looks camera right and bounces the basketball out of frame as we cut to...

...a tennis ball bouncing into another frame in a similar but slightly different space containing a sculpture made out of tennis balls.

Coco Gauff steps forward to meet the ball with a tennis racket clutched in her hand, and strikes the ball against a white wall to the beat. She smiles confidently to the camera and then playfully hits the tennis ball into the air and off-screen.

A baseball lands in the hand of a smiling Shohei Ohtani who is keen to join in what appears to be a limitless space. He tosses the baseball into the air and crushes it off-set with the baseball bat in his other hand.

The camera quickly pulls out as we cut to Tyrese Maxey, dribbling in a world inspired by the Marvel universe. He shrugs and goes for a cross-over as we reveal a Spiderman reflection on the floor matching his exact moves. The camera starts rotating as we push in.

We whip pan over to Sydney McLaughlin in her own setting inspired by James Turrell. She laughs as she watches the baseball roll past her while she jumps over a range of props. The low-angled camera pushes in on her New Balance trainers. As she lifts her leg into the air to jump, we transition to...

...an overhead rotational shot of Bukayo Saka flicking the ball into the air and juggling it

with his feet while Dave eggs him on. Bukayo passes the ball to Dave who manages to keep it in the air but then stumbles. They share a laugh as Dave draws a square on the screen then pushes through it and we transition to...

...Cameron Brink posing in her artsy space when a basketball rolls into frame. Jamal runs into her set and picks it up, but as he goes to dribble the ball past Cameron she snatches it off him and takes a shot at the camera. The ball bounces off the lens as we transition to...

...a final set where we find all 8 talents standing together but striking different poses as they look to camera.

Super: We Got Now

Logo: New Balance