



UNDER ARMOUR

‘A Letter to the Next Brady’ TVC Script :60

MORGAN FREEMAN: This letter is for you.

...a bedroom. A teenage boy wakes up his younger brother for school. Tom Brady lays out his clothes on a chair? We push in on one of the shoes.

MORGAN FREEMAN: The one people might be calling “the next Tom Brady”.

This is on the foot of a different little boy, sitting on the bottom step of a staircase as his older brother ties his shoelaces. Tom Brady puts on his other shoe. The older brother wipes a bit of dirt from the shoe with his sleeve and we transition into...

MORGAN FREEMAN: First of all, don’t bother trying to be “the next Tom Brady”.

Another teenage boy stands next to his mum, drying the dishes that she is washing in the sink. Tom Brady empties the dishes into the bin. We track right into...

MORGAN FREEMAN: You’re defined by your own skills...

A teenage boy spots his teammate as he does a bench press in the weights room. Tom Brady is picking up another weight. And we continue tracking into...

MORGAN FREEMAN: Your focus...

A teenage boy notices his teammate drifting off while his coach is giving them instructions. He gives him a nudge, helping him refocus.

MORGAN FREEMAN: Your hunger to win...

We whip pan to an old video of Tom Brady playing on the television and then back to two different teenage boys stretching with his TB12 bands after practice whilst taking notes on the video. Tom Brady watches with a nostalgic smile. We move in on the hand pushing against the band.

MORGAN FREEMAN: Your weaknesses and your strength in overcoming them.

A teenage boy clasps his teammates' hand and lifts him up off the ground, having just lost a turnover. Tom Brady gives him an encouraging tap on the side of the helmet? We track right into...

MORGAN FREEMAN: If you're the next anybody. You're the next you.

...the changing room. A teenage boy stands in front of the mirror. He removes his helmet and takes in his reflection.

MORGAN FREEMAN: Who I am now is because of who I was in my 30s.

We cut from a 40-year-old man resembling the teenage boy to his 30-year-old self looking in the mirror.

MORGAN FREEMAN: And who I was in my 30s was because of who I was in my twenties.

Then from his 30-year-old self to his 20-year-old self looking in the mirror. Then track right to find ourselves...

MORGAN FREEMAN: So here's my advice: This life isn't easy, and you should know it just gets harder.

...back on the field. A wide receiver throws a tantrum, tossing his helmet and kicking the water bottle. Tom Brady picks up the helmet and places it on the bench as...

MORGAN FREEMAN: Every peak you scale becomes your new ground zero.

A center presses the ball on the ground with two teams assembled in formation on either side of a scrimmage, awaiting the hike. The center snaps it back.

MORGAN FREEMAN: You have to always keep fighting and clawing to power forward. It's an endless cycle of training, competing, and recovering.

Both sets of players clash, pushing against one another with all their might. We break through the chaos and head to the end zone handheld as if we're the wide receiver making our way towards the touchline where Tom Brady is waiting? As we get closer, the camera pulls out into a wide.

MORGAN FREEMAN: If anyone calls you the G.O.A.T., kindly correct them. Remind them that you're just lucky to have the greatest linemen, receivers, teammates, coaches, teachers, and mentors of all time.

The ball flies through the air and is caught by the wide receiver. The team and their coaches celebrate. The crowd goes wild. And Tom Brady can't help but smile.

MORGAN FREEMAN: Never forget the ones who believed in you when you started. They have a special kind of faith and foresight most people don't. And one last thing: if you ever want to dedicate a letter to someone they might be calling the next you, and you need to pick a narrator. Pick the best, the most handsome. I chose Morgan Freeman.

Tom pulls a face as he glances up to the heavens.

TOM BRADY: I never said handsome.

MORGAN FREEMAN: I know, you forgot.

SUPER: To the best Tom Brady ever, thank you. Under Armour