



## **‘Winter: The Forever Freezing Friend’ Digital Video Script :15**

Our camera rotates around our lead as their friends circle and adorn them with winter clothes as if they’re a coat rack. The camera arcs over our lead’s face as they exhale a cloud of cold air then pushes into the back of their head.

Cut to: our camera pulls out from the back of our lead’s head into the room which is now filled with disco lights. Our lead is dripping in layers of their friend’s winter accessories.

**Super: Now Celebrating The Forever Freezing Friend**

**Super: Cyber Week Offers Up To 70% Off On Winter Accessories**

## **‘Streetwear: Never Without My Bestie’ Digital Video Script :15**

Two friends meet up at (location TBD), smiling as they cheekily assess their matching outfits by tilting their heads up and down. As one of their heads tilts, the camera dips into the floor.

Cut to: the camera drops beside them, dancing underwater with disco lights. We cut to them exiting the pool, soaked, but laughing with their arms around each other.

**Super: Now Celebrating Never Without My Bestie**

**Super: Cyber Week Offers Up To 70% Off On Matching Sets**

## **‘Streetwear: Now Celebrating Introverted Days’ Digital Video Script :15**

Our talent is on a fire escape/on top of a building looking down at the busy world below as our camera rotates around them. As our talent turns, the camera pushes into a flower on their shirt.

Cut to: the camera pulls out, revealing the talent in their flower shirt against an array of flowers in a flower shop. We transition into a series of sequences and camera moves, transferring us from the environment to the material and back to the environment. The talent, dressed in clothes that reference their background, is completely absorbed. Blissfully immersed in the world and themselves while the disco lights dance around them.

**Super: Now Celebrating Introverted Days**

**Super: Cyber Week Offers Up To 70% Off On Streetwear**

## **‘Streetwear: Obsessions’ Digital Video Script :15**

We’re on location (TBD - gallery or warehouse) as our talent showcases a new pair of sneakers to the camera. They toss the sneakers up in the air and the camera rotates around while pushing all the way in on them. We pull out of the transition to find our talent now wearing them as they sit atop a giant cube of sneakers with a perfect, color-coordinated gradient.

**Super: #NowCelebrating “Obsessions”**

**Super: Cyber Week Offers Up To 70% Off On Sneakers.**

## **‘Sport: This is Definitely My New Thing’ Digital Video Script :15**

We’re in a living room as our talent lies back on their yoga mat with a sparkle in their eye.

Whip pan: as we pull out to an oblique angle on a motion control rig, the room explodes into dancing disco lights. The yoga mat becomes a large rectangle of turf and our talent is wearing a soccer kit. Each time the camera moves to a new position around the room, our talent’s outfit and the ground change to match the sport. The grass turns into a gym floor and our protagonist is wearing a basketball jersey and shorts. The gym floor turns into a running track and our protagonist is wearing running trainers, lycra shorts, and a vest.

**Super: Now Celebrating “This is Definitely My New Thing”**

**Super: Cyber Week offers up to 70% Off On Sportswear**

## **‘Beauty: Now Celebrating Everyday Natural Makeup’ Digital Video Script :15**

We’re inside the fridge as our talent opens it up and reaches for the oat milk carton on the shelf. They shake it. It’s empty. Disappointed, they place it back in the fridge and close it.

Cut to: they open it again and we’re now inside the fridge of a grocery store as our talent - beautified with over-the-top make-up - retrieves a fresh carton of oat milk. They walk down the aisle of the grocery store with fierceness and intensity - like the catwalk of a fashion show - dropping items in their hand basket as if it were a Prada bag.

**Super: #NowCelebrating Everyday Natural Makeup**

**Super: Cyber Week Offers Up To 70% Off On Colorful Makeup**

## **‘Footwear: Now Celebrating Realization’ Digital Video Script :15**

Our talent dances into a room where a chunky boot awaits them. The camera rotates as they kick the boot.

Match cut: the talent wearing the boot and a full e-girl look as disco lights dance around them. As the camera ditches further away, they slam their foot on the table, sitting back with their feet up while disco lights dance all around them.

**Super: #NowCelebrating Realizing Yourself**

**Super: Cyber Week Offers Up To %70 off on Chunky Boots**

## **‘Sports: Now Celebrating Adventure’ Digital Video Script :15**

The subway whistles by our talent as our camera pushes in from behind. They’re putting a pair of Oakleys on as our camera pushes into the back of their head.

Cut to: the camera pulls out from the Oakleys on their face, revealing them now in a full ski set. Disco lights dance around them and snow flies around them as if whipped up by the incoming train.

**Super: #NowCelebrating Adventure**

**Super: Cyber Week Offers Up to %70 Off on Winter Eyewear**

## **‘Luggage: Now Celebrating Romanticizing your life’ Digital Video Script :15**

Our camera pushes toward our talent as they open a large suitcase and step into it. As they step, the camera inverts and swings down into the outside of the suitcase.

Cut to: the talent standing in a lush vacation home, holding a chain of luggage that extends offscreen.

**Super: #NowCelebrating Romanticizing Your Life**

**Super: Cyber Week Offers Up to %70 off on Luggage**

## **'Loungewear: Now Celebrating Just Vibing' Digital Video Script :15**

In slow-motion, our talent lands on a cozy but elegant couch.

Cut to: an extra wiping across our frame as the camera pushes through a busy street toward our talent sitting on their couch surrounded by dancing disco lights.

**Super: #NowCelebrating Just Vibing**

**Super: Cyber Week Offers Up to %70 off on loungewear**

## **‘Sustainable Fashion: Now Celebrating Nature’ Digital Video Script :15**

Rotate in on our talent as they sit up in bed wearing pajamas or tasteful underwear. They throw the covers off and we cut as the blanket covers the lens.

Cut to: Disco lights dancing around our talent as they walk in a semi-circle around the bed. Their outfit changes from sleepwear, to workout clothes, clothes for work, to a party outfit and back to sleepwear as they reach the other side of the bed.

**Super: #NowCelebrating Nature All Day Long**

**Super: Cyber Week Offers Up to %70 off on Sustainable Garments**