

# SPOBI – PROMO VIDEO SCRIPT

(120-150 SECS)

VIDEO	VOICE OVER
<p>[fade up]</p> <p>Start small, close-up: Eyes – blinking, moving Mouths – breathing Hands – flexing, gripping, touching Feet – springing, bracing, hopping, tapping [sounds for all the above – quite intimate – indoor and outdoor]</p> <p>Wider settings – athlete in shot: Carrying bags/equipment Walking</p> <p>Prep work: Stretching Binding Tying Jumping Limbering up</p> <p>Steady action: Exercising (in gym, at track, in court, in park....) Training Running Cycling Swimming Practising</p> <p>Faster pace: (sounds – slaps of various types of balls, footwear, bats, tyres, etc, pounding, grinding, squeaking on floors, ground, track, water.) Sprinting Pedalling Pounding Pushing Punching</p>	<p>[0.00] [0.01] People talk about games. Sport is not a game. It’s the reason you get up. The reason to be alive. It means everything.</p> <p>[0.09] Your sport is the highlight of your day. It’s what your day is all about.</p> <p>The only time that matters is now.</p> <p>You’re running, you’re pushing, you’re training. You’re trying, and trying, and trying again.</p> <p>[0.22] You depend on equipment, on people, on persistence, and on data. And, out of data comes progress.</p> <p>[0.31] Know yourself. Know your body. Know your limits.</p> <p>It’s only when you find your limits that you can break them, and then set new targets, new horizons.</p> <p>Your future successes will make today’s pain worth all the effort.</p> <p>[0.46] Always show up. Take control - master your skills.</p> <p>Sports aren’t won in the court, the pool, or on the pitch or the track.</p> <p>They’re won in the thousands of hours you spend in practice and training.</p>

<p>Diving</p> <p>Teams: Emerging from doors, rooms, etc (darkness to light) Running out Limbering up Practice</p> <p>In-game: Running Passing Throwing Calling</p> <p>Faster pace: Dodging Tackling Shooting Shouting Scoring Again and again</p> <p>Individual sports: Crossing lines Breaking tape Raising arms Winning</p> <p>Celebrations: Smiles Cheers Hugs Hi-fives Dances</p> <p>Recovering: Relaxing Winding down Lying on back Taking breaths</p> <p>Back to close-up and personal: Eyes</p>	<p>(urgency grows with each line): Feel yourself improve. See yourself win. Grow in your sport. Get out of your comfort zone. Live the excitement. Feel the joy. See the rewards. Pay it forward.</p> <p>[1.11] The only person who can judge you is yourself. But no-one is an island. All sport is a team game.</p> <p>Coaches, athletes, players. Managers, friends and teammates.</p> <p>You're there for each other.</p> <p>Share your energy. Your joy. Your passion.</p> <p>Make things happen.</p> <p>Together. As one. A team. In tune.</p> <p>Never stop. If you stop, you'll never find out how far you could have gone.</p> <p>[1.42] Now there's a new way to track your data, push your limits, connect with your team, and to get something for what you do.</p> <p>SPOBI is the new sports management app that rewards your hard work.</p> <p>SPOBI shows you where you're crushing it, and where you could do better.</p> <p>When your next meet-up is... What targets you need to beat... And what your coaches, friends and family are saying.</p> <p>And when you rise to the challenge, SPOBI rewards you for it.</p>
--	--

<p>Mouths Sweat Smiles</p> <p>[show words]: <b>Are you ready to #changethegame?</b></p> <p>[fade to SPOBI logo on black, with weblink] [insert words]: <b>Get on the list!</b></p> <p>END</p>	<p>SPOBI makes sure that you and your team can share the passion, the pain, and the profits.</p> <p>[2.12] Our mission? To push you to be the best you can be.</p> <p>Are you ready to change the game?</p> <p>Log on now to get a free profile, join the SPOBI community and start building your score.</p> <p>[2.24]</p>
---	--

Notes:

The video direction in the left column was very much for my own reference, to give me grounding on how the script would progress. Please just take it as a guide and feel free to take the visuals in whatever direction you feel appropriate.

The time references were inserted where I felt natural pauses, and give a guide as to where the narrative gets to as you go through.

I imagined the video starting on a micro level, very close-up and personal, and then expanding to a sense of place before getting into people doing various activities.

As the video progresses on a personal level, the pace increases: shorter edits, faster action, harder hits, etc; and then it becomes about teams with the action building again.

At first, running out together, passing and throwing, and then more physical actions like dodging, tackling, shooting.

Then it becomes about winning – multiple examples of scoring in various sports: football, basketball, hockey,

Also crossing lines – running, swimming, cycling. Winning!

Celebrating – hi-fives, dances, hugs, smiles.

And recovering - relaxing, winding down, taking breaths. Returning to the close-up and personal.

Does this sound a bit too poetic? ☺

If it feels too long, I can try to trim phrases here and there.