

FAKE IT 'TIL YOU MAKE IT

(30 second TV spot)

Written by  
GINA BUCCI

Spec commercial for NIKE YOGA

INT. YOGA STUDIO - DAY

A Man and Woman (late 30's) stand in the doorway holding new yoga mats. They are dressed in NIKE yoga apparel but look frightened. People are warming up with intimidating displays of strength and limberness. A woman entwines herself in a pretzel type of pose, a man is performing a hand stand and even lifts an arm off the floor in an effortless swoop.

They turn to walk out when the instructor sneaks up behind them.

INSTRUCTOR

You guys new to the class?

WOMAN

We're just leaving.

INSTRUCTOR

Oh come on. Just do your best.  
There's no judgment in my class.

They smile and reluctantly walk in.

CUT TO:

A SEQUENCE OF POSES THE COUPLE ARE TRYING TO FOLLOW...

Our couple sets up toward the back of the room.

The man falls over doing a sideways plank.

The woman drops and smacks her face on the floor trying the Chaturanga pose.

CLOSE IN on their determined faces.

Sweat droplets fall onto the woman's mat.

CLOSE IN On the man breathing in and out.

In Down Dog pose they lift their legs simultaneously. The man kicks the pole behind him.

Some time has passed...

They are in Warrior Two and both are holding it well. The instructor calls out from the front of the room.

INSTRUCTOR

You two back there-- Good posture.  
Keep it up!

They smile.

MAN  
(Through a forced smile)  
My God, this hurts so much.

The woman falls over.

Over the scene - CAPTION: FAKE IT TIL YOU MAKE IT

FADE IN NEW CAPTION: The NIKE SWOOSH logo with the "Just Do It" tag line featured underneath.

END.