

I also wrote a demo script for Asics. I constructed it as an exercise for my own practice. This tells a story of a woman running her first marathon, the sights and the sounds, and the ecstasy of completing the journey. I sold perseverance and the athlete inside of us.

ASICS - "DESTINATION JOURNEY"

All shots are from a WOMAN's (30's), POV.

INT. BEDROOM - EARLY MORNING

POS of alarm clock **buzzing** 3:45 am. Woman's hand stops the alarm.

CUT TO:

POS: Woman grabs a pile of workout clothing consisting of jog bra, running top, running shorts and headband.

CUT TO:

POS: Woman bends to tie her ASICS sneakers. She laces and begins to stand.

CUT TO:

INT. BUS - MOMENTS LATER

POS: Woman looks about the bus. All other RUNNERS are also wearing athletic apparel.

POS: MALE RUNNER eats a banana. FEMALE RUNNER sits to his right and bounces her head and taps her leg rhythmically as she listens to music on headphones.

POS: Woman passenger looks out window of bus into the parking lot as the bus begins to pull away.

CUT TO:

EXT. PARKING LOT - DAWN, CONTINUOUS

POS: Woman and other Runners are stretching.

CUT TO:

EXT. RUNNER'S CORRAL - CONTINUOUS

POS: Woman standing in the middle with other Runners before and after her.

The starting shot is fired.

CUT TO:

EXT. MARATHON COURSE - CONTINUOUS

Audience will hear the **Woman's breathing** throughout this segment.

POS: As Woman is running she looks at the SPECTATORS, who are **cheering** on the runners.

CUT TO:

POS: Woman looks at sign that reads "MILE 8".

CUT TO:

EXT. ANOTHER SECTION OF MARATHON COURSE - CONTINUOUS

POS: Woman takes water from a WATER VOLUNTEER and drinks it as she continues running.

CUT TO:

POS: Woman looks up at sign that reads "MILE 17".

CUT TO:

EXT. ANOTHER SECTION OF MARATHON COURSE - CONTINUOUS

POS: Woman takes water from another SECOND WATER VOLUNTEER and pours it over her head. The water trickles down the lens of the camera.

CUT TO:

EXT. ANOTHER SECTION OF MARATHON COURSE - CONTINUOUS

POS: Woman stops running and bends over.

WOMAN (V.O.)

Cramp. Cramp. Cramp. Aggghhh. I can do this. Keep going. You can do this.

CUT TO:

POS: A banner that reads "You've hit THE WALL"

CUT TO:

POS: Woman sees a CHOIR **singing "Hallelujah"**. The FINISH LINE is now in the far distance. The woman's **breathing** increases in sounds and speed.

CUT TO:

EXT. MARATHON COURSE FINISH LINE - CONTINUOUS

POS: Woman runs towards FINISH LINE. The audience hears the **sounds of each step** she takes while running. Within five full strides, the Woman crosses the FINISH LINE.

The Woman stops running and she is **crying tears** of joy. A VOLUNTEER places a medal over her head, and another VOLUNTEER wraps a silver blanket over her shoulders and wraps it about her.

BLANKET VOLUNTEER Congratulations.

WOMAN  
(Emotional) Thank you.

CUT TO:

POS: "THE JOURNEY IS THE DESTINATION."

FADE TO:

POS: "ASICS"

**BLACKOUT.**