



iFIT ➤

iFIT TOGETHER | OLYMPICS 2021

DIRECTOR'S TREATMENT BY BOWE KING

TOGETHER, WE CAN MOVE MOUNTAINS.

'iFIT Together' is an emotional, cinematic rallying cry - one that speaks to dedicated athletes and simultaneously inspires anyone who wants the best fitness experience available. This is for those who are looking for a fitness edge, who live at the forefront of the latest and greatest - this is for the ones who work to get the most out of life, *even if* they don't quite know that about themselves yet.

With a powerful, lasting impression, this film conjures empowerment through stylish vignettes of world-class athletes - as well as poignant lifestyle moments that we can all relate to, aspire to, and... achieve.

By combining familiar faces that evoke athletic excellence at the highest level, with relatable scenarios that are both heartfelt and whimsical, we do in fact inspire those looking for the best way to connect with fitness and in turn be their own heroes.

Here's how we get there!

BOWE

CREATIVE ETHOS

Leaning on a compelling voice-over script, we dig into the core of the message, cinematically, to deliver a film that stands on its own as a premiere brand film - to help spread the word of a definitively premiere brand. This film courses lifeblood that unapologetically tells a direct and poignant story ;

***When connected to iFIT,
your vision of greatness can be achieved.***

BRAND COMMITMENT

The strongest brands tap into our human desire for connection, belonging, learning, and freedom-- regardless of age, geography, or gender. These brands do that best when they feature archetypes which people can envision themselves in.

This ensemble film does just that and becomes more powerful than the sum of its parts. Our visual and emotional narrative becomes intertwined by juxtaposing lifestyle moments of real, fit people through a natural lens with the talent and grit of current and former Olympians.

And, while we don't want to hit the viewer over the head with heavy-handed messaging or overused cliché shots, the backbone of our film - the vehicle that doesn't just drive us, but delivers our message - will be unmistakably iFIT.

The final result is a spot that goes beyond brand awareness and brand recognition. Instead, it delivers a subconscious and yet honest commitment from the brand to elevate consumers' lives-- taking their fitness, and experiences, to the next level.

V.O.

I run together
 I ride together
 I jump together
 I row together
 I train together
 I trek together
 I learn together
 I share together
 I work together
 I win together
 I celebrate together
 I experience together

iFit... together.

The iFit experience.

Exclusively on NordicTrack and ProForm

STORY BEATS

Kenyan runners dashing across fields
 Cyclists riding through a mountain pass
 Father/Daughter jump off a dock
 Rower in the River Cam
 28 Olympic Medal Winner Michael Phelps trains at a gym
 Climber hikes Everest
 Yoga instructor teaches iFIT experience
 Runner checks her iFIT leaderboard
 Alex Morgan works herself with Vault
 Hunter Woodall sprints off his blocks
 Soccer field high five footage
 Mother doing yoga with S22i screen nearby
 as her kids tumble and play with her
 Transition to iFIT logo
 The family of iFIT equipment animates up
 along with ProForm and NordicTrack logos

A tall, black stadium light pole stands on the right side of the frame, topped with two rows of rectangular light fixtures. The background is a vast sky with soft, wispy clouds, transitioning from a pale blue at the bottom to a warm, golden-orange at the top, suggesting a sunset or sunrise. The overall mood is cinematic and atmospheric.

TEXTURE & TONE

The texture of this film, the look and feel, is truly of an honest lens that is cinematically composed. For inspiration and tonal references please have a look at the following pages.









A close-up, side-profile shot of a cyclist wearing a blue and red jersey and clear safety glasses. The cyclist is captured in the middle of drinking from a white water bottle with a black cap. The background is a soft-focus outdoor setting, likely a road or track, under bright, natural light. The overall mood is one of focus and physical exertion.

METHODOLOGY

CINEMATOGRAPHY

Although our approach to cinematography will always be through an honest and emotional lens, there is room for contemporary and modern 'flexing' -- in short, our camera needs to be alive and adaptable.

For moments that feel more 'reflective,' i.e., an athlete embracing flow state, psyching themselves up before another rep, or Alex Morgan locking in her target during a set-piece, we can embrace some slow-motion or play with the distortion of time. But, during vignettes that feel more 'energetic,' as in, Alex Morgan releasing into her set-piece, we can ramp to real or rapid time—allowing the camera to dolly up towards her into a converging shot right as she makes contact with the ball.

Of course, that same sentiment applies to heartfelt, earnest lifestyle moments where we want to feel entirely present. We want to be there as our hero mom's yoga routine winds down with some family time; we want to really feel that connection, so we'll cover it with a different type of filmic eye. The classic Cooke glass kissed with a gentle lens flare, adding to the emotional gravity of the moment.

And, while we'll use our fair share of tight lensing, we will also pepper in some wider, awe-inspiring shots. Not only to amplify the epic scale of our film but to give a subtle shout out to iFIT's ability to take you anywhere.

EDITORIAL

A film that achieves so much narratively and visually, *demands* an equally powerful and contemporary edit.

This is not a 'one-size-fits-all' edit; a more flexible and organic editorial approach that listens to the mood of the film is required. At times we cut frenetically, amping up the action and distilling the scene down to its gritty core, evoking the sometimes raw nature of sport. At other times, we use match-on-action cuts to connect the world of Olympic athletes to everyday people staying fit and vice versa.

The constant ebb and flow of using different edit techniques keeps our visuals exciting and moving while making the connection between the two worlds completely natural. For example, as we follow a fit dad and his daughter playfully jumping off a dock and into the water, it feels unexpected but refreshing to cut to a world-class Olympic rower training hard in the Thames. Again, this isn't a constant; we don't want it to feel gimmicky or have the audience looking for the next match. As we get further into boarding and pre-production, we'll pinpoint areas where we want the setups/action to connect and other scenes that cut together more traditionally.

This is emotionally cinematic art, powerful storytelling and modern adventure - and the edit plays to that.

SOUND DESIGN

Similar to the edit, we want our approach to sound design to feel natural and, at the same time, surprising. We use sound to enhance the film's overall mood while also cementing the connection between regular people staying fit and world-class athletes. Done correctly, this will not only have an evocative connection to the *art* of the sound design, but it will intrinsically feel *modern* which connects further to our 'what's next' audience and it will feel *real* which connects deeper to our 'dedicated athletes' group.

At times, our sound design will be completely diegetic, naturally occurring in the scene at the expected intensity. Just as we've settled into this level, I want to use sound as a motivator and instigator to enhance and intensify the scene's emotional weight- a combination of diegetic and treated sound. Along with that, we can use sound as a transitional element, accentuating the relationship between scenes and helping the edit feel more organic, adding to the flow of the entire piece.

MUSIC

The perfect track for this film needs to instantly *inspire* us, bringing the audience into the world and resonating with emotion and energy - a song that oozes confidence with a catchy long-lasting hook. This should be a melody that people fall in love with just as much as our actual film, one that not only leaves them asking, 'what's that song?', but also has them saying, 'I need that track on my shifting into overdrive playlist'.

Through the arrangement, we should also feel we are witnessing something authentic, challenging, and profound. It has to work on many emotional levels and perfectly harmonize with the voice-over as it rises and falls with our vignettes, adding a dramatic quality to the ride. A touch of the unexpected is worth exploring-- a layer of electronic tunes mixed with a layer of contemporary, creating a vibe that feels global in scale. A stellar sound house will help us get the most out of our music, but there's nothing wrong with looking to tech-ish brands for inspiration, Apple or Xbox. This is the next generation of fitness, a leap forward driven by technology, so let's give our audience a score that lets them know they're tapping into something cutting edge but accessible. The word 'cool' is often overused to describe music, but yeah, this track has to be cool.

LOCATIONS

While some of our locations will be determined by our talent, their availability, and what their specialties are, we also know, generally speaking, that we have a healthy variety with where our scenes will take place. However, the idea is that once our full list of vignettes are locked in, we find locations that provide a global reach.

This worldly essence should come across naturally and not feel forced with arduous jumps - and we definitely want to steer clear of clichés and out of date stereotypes, meaning forcing landmarks just to pander to the audience is *not* what we should be doing. What we *want* to do is let our cast and camera do the heavy lifting - their actions paint the story while the locations are the canvases from which we compose onto. The variety of locations comes from topographic difference and geographic idiosyncrasies, that will let the film feel more robust, organically. Fitness happens everywhere.

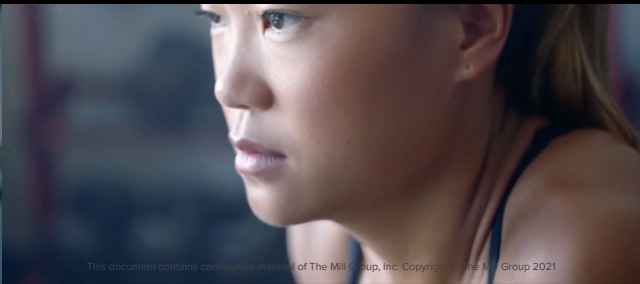


THE CAST

The same criteria we apply to our locations should also apply to our cast: a global cast, but not forced. We know the main players in terms of star athletes and the script, but before shooting and casting, let's do a second check to ensure we are inclusive internationally.

Our audience leans into two main archetypes: the 'What's Next' group and the 'Fitness Dedicated' - fresher, newer, savvier than more traditional brands. It's 'stylish' meets 'fitness' - look good and feel good. It's simpler than 'health is the new wealth', it's 'health *equals* wealth' Both want the newest and most intelligent products available, although it's for different reasons. It's where adventure, trendy curation, inclusivity, digital *and* fitness are more than an investment in yourself - it is life.

These are the core tenets of our audience - and *this* is our cast.





THE CAST CONT.

The 'What's Next' crowd is not just at the forefront of the latest trend - they are often the ones driving *development* of the newest elements. They have the newest phone, they're in the newest fashion, and sometimes they skew younger, but this is not about age, it's about mindset. They might be an influencer with a massive social media following or the person you're glad to see blowing up your social media feed. They love trying new workouts, pushing their limits, and sharing their excitement around new tech with friends and followers. They feel that 'stasis equals death'. They like to look and feel good and be seen while doing it.

Our 'Fitness Dedicated' crew also likes to have the latest and greatest tech at their fingertips, but for them, the primary motivator is the result. These are current and former Olympians who want that edge. But, these are also top-earning, highly successful individuals that enjoy getting the most out of life. For them, working out is 'me time,' and they want an engaging workout that keeps them motivated with hectic family and business lives.



STORY

I've touched on it throughout, but I see the overarching theme of the narrative as one of connectedness - connected in shared life experiences and goals, connected through trends and styles, connected through challenge, connected through sport, connected through health and fitness.

We might not all be pushing ourselves to the level of Olympic athletes going for gold, but we all want more time to live, more time with our family and friends and be fit enough to enjoy those moments. And, just that simple desire, that passion for being and doing better every day, is what unites people across the world. My hope is that our film will capture that essence and empower people to be their own heroes alongside the athletes that inspire them by joining the iFIT community.

This story is a collection of tangible moments, real moments of fitness *and* of life. Textures filmed through an honest lens, that let us feel emotionally connected, to feel *within* the moments we see. Moments that correlate to those who are invested in fitness and self-motivated, and those who are dedicated to looking for what's next. A symphony of motifs, that create a filmic thread which delivers on the promise of... 'what you seek in life is richer, when brought together with iFIT'.

VISUAL SCRIPT

The following pages showcase a visual script presented in a working editorial order. This approximates the type of shots and vignettes that we will have in our story, however this is ***subject to change dependent on final talent selections***. Final talent selects will dictate our final locations, and how those vignettes are captured visually through powerful compositions. Storyboards will be redrawn as we make our final talent selects. Therefore, all boards, locations, actions and vignettes are tbd final talent selections - and will be updated accordingly.



001 - MCU flutter kinetic shot, side profile arms



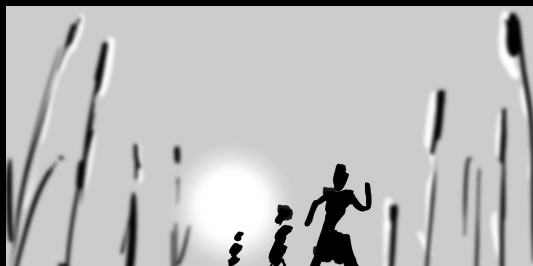
002 - MCU flutter textural kinetic, frontal torso



003 - MCU kinetic textural shot, side profile legs



004 - UWS landscape vista drone shot, sunrise, runners come towards camera from distance



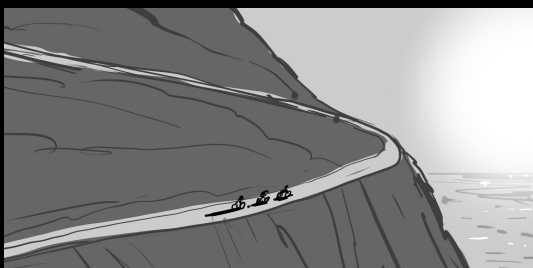
005 - WS low angle, camera is 'in the grass' on edge of trail looking up towards sunrise as runners run just over camera.



006 - ECU portrait shot while running, 96fps, determination on runners sweaty face.



007 - MCU of runner, 96 fps, sweaty determination, kinetic running towards camera, camera is on atv or drone.



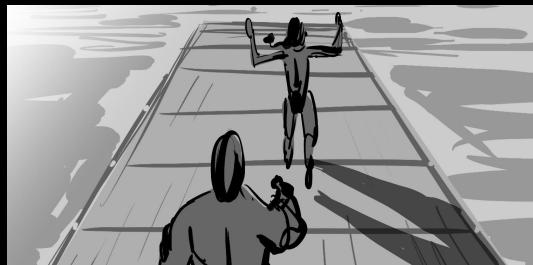
008A - converging running shot - runners run towards and past camera as...



008B - ...camera pushes fast runners as they pass camera.



001A - profile of a cyclist riding



001B - camera pans around as the cyclist rides by



001C - wide shot of cyclist climbing up the hill



002A - close up of cyclist face



002B - close up of cyclist with determination



003 - wide shot of the riders climbing the hill



004A - the cyclists approaching



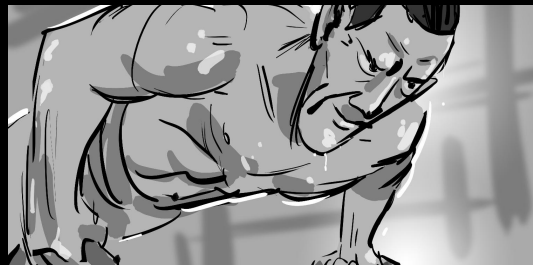
004B - cyclist continue to ride towards camera



005 - Close of of cyclists face with determination



001 - mid shot profile shot running on the pier



002 - wide profile hot of talent running on the pier



003A - camera following talent as they run down the pier



003B - Camera follows talent as they leap into the water



004A - camera is on level with the lake, it tilts up as they jump into the water



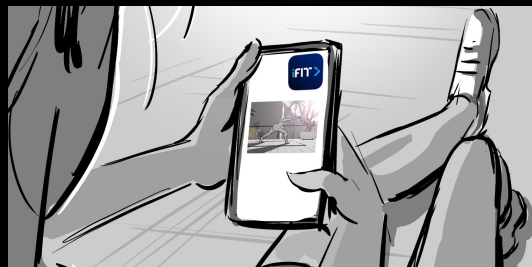
004B - END OF ACT 2



003B - Camera follows talent as they leap into the water



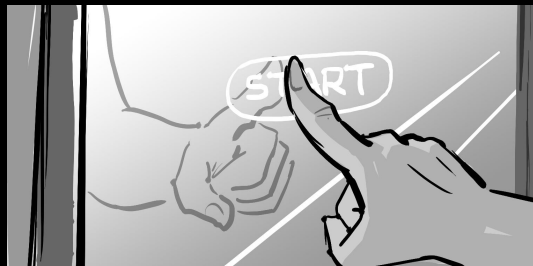
004A - camera is on level with the lake, it tilts up as they jump into the water



ACT 3 BEGINS as we overtly connect iFIT into the narrative.



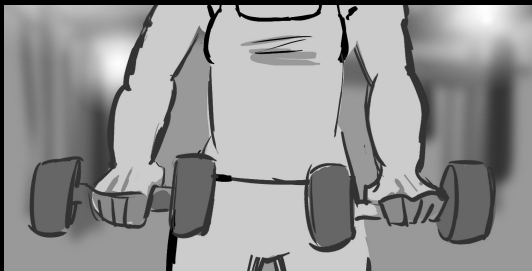
001 - close up of talent viewing progress and stats on the iFit App



007 - Insert shot of Alex Morgan activating the Vault



005 - Back shot of Alex lifting dumbbells



006A- Alex begins to lift dumbbells toward camera



006B - Alex continues to raise dumbbells and finishes her rep



003 - Alex repping on the floor doing bicycle crunches



ACT 3 continues with a MOMENT BEFORE 'FINALE CRESCENDO' 001A - Hunter Woodhall prepares to run



001C - Hunter continues his sprint



002A - Hunter running approaches camera



003 - Hunter runs by camera



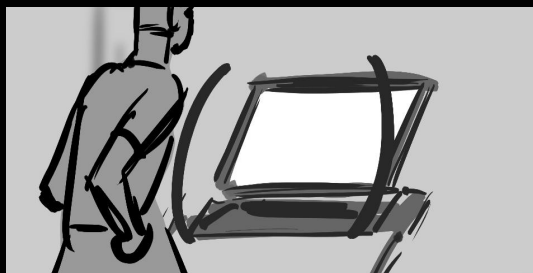
001 - Soccer team cheering 'FINALE CRESCENDO KICKS OFF'



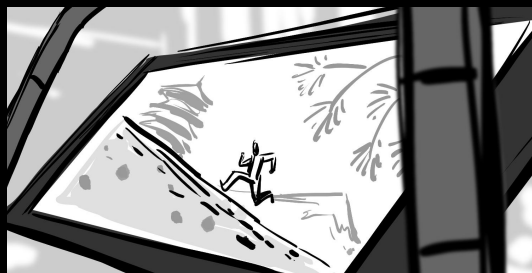
001B - Playfully Mother stops her pose and plays with her children



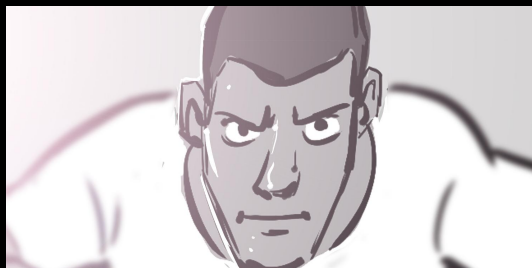
002 - tight shot of product screen and iFit experience



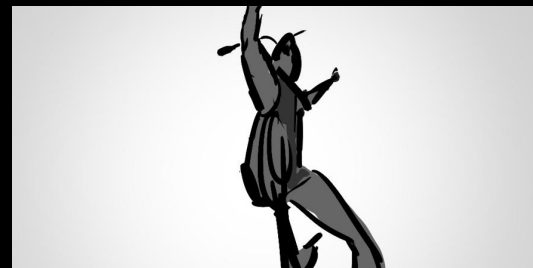
002 - Talent running on treadmill with screen visible



003 - CRESCENDO RAMPS UP FASTER



001B - Playfully Mother stops her pose and plays with her children



001B - Playfully Mother stops her pose and plays with her children



005 - close up shot of climbers face with determination



003 - wide shot of climber walking through MT. Everest



005 - WS low angle, camera is 'in the grass' on edge of trail looking up towards sunrise as runners run just over camera.



002 - tight shot of product screen and iFit experience



004 - Close up of Hunter looking at camera with determination



003 - Close up of Nordic Track Treadmill screen



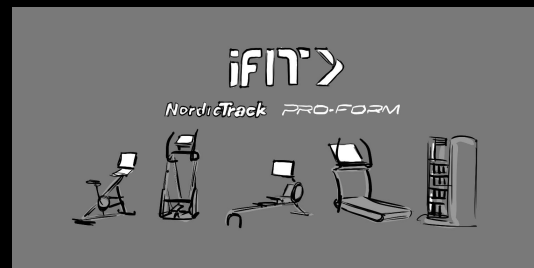
004 - Close up of Hunter looking at camera with determination



001 - Soccer team cheering



001 - Product family filmography



005 - close up shot of climbers face with determination



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