

NIKE: THE PULSE

VERSION: 1.0 (Locked for Approval)

LENGTH: :30 TVC

CLIENT: NIKE: Air Zoom G.T. Cut 3

OBJECTIVE: Awareness of Nike Air Zoom G.T. Cut 3

SCENE 1: THE PRE-FLIGHT [03 SECONDS]



Visual Description: Extreme macro of the athlete's left eye. The frame is so tight we see the individual saline beads of sweat on the skin and the intricate fibers of the iris. The lighting is harsh Rembrandt style (High-contrast 4:1 lighting for Grit/Intensity), casting half the face into deep, textured shadow. The athlete is perfectly still, but a slight, involuntary tremor of a muscle near the temple betrays the intense internal pressure. **Audio (VO):** [Heavy, rhythmic breathing. Internalized.]

Audio (SFX): A low-frequency 60Hz synth hum. A singular, resonant heart thud that feels like a physical punch.

SCENE 2: THE IGNITION [04 SECONDS]



Visual Description: Low-angle tracking shot, inches from the pavement. A high-performance Nike Air Zoom G.T. Cut 3 outsole slams into the asphalt with violent force. We see the carbon fiber plate flex under the load. Friction sparks kick up from the heel-strike as the athlete explodes forward. The camera pushes in aggressively (Zolly-style) to match the sudden burst of acceleration.

Audio (VO): [Silence]

Audio (SFX): The explosive, sharp crunch of gravel and the high-tension "snap" of a massive elastic band breaking.

SCENE 3: THE FLOW [08 SECONDS]



Visual Description: Parallel tracking shot at peak velocity. The athlete is captured in a medium profile shot, appearing preternaturally stable while the urban environment behind them—streetlights, glass towers, traffic—blurs into horizontal streaks of light. The lighting softens to a Soft 2:1 wrapping light, wrapping around the athlete's form to highlight the grace of the "Flow State."

Audio (VO): "The pulse doesn't race..."

Audio (SFX): Rhythmic wind shear. The city's ambient noise (sirens, tires) is doppler-shifted, rising and falling in perfect sync with the runner's stride.

SCENE 4: THE THRESHOLD [07 SECONDS]



Visual Description: High-intensity SnorriCam ((Body-mounted camera rig; background moves with the athlete's torso while the face stays locked in frame)) POV looking back at the athlete's face. The world is a chaotic, jittery mess, but the athlete's head remains centered. We see the grimace of exertion, the salt crystals forming in the sweat at the temple, and the oxygen-deprived dilated pupils. The lighting returns to a harsh 4:1 ratio to emphasize the grit.

Audio (VO): "...it dictates."

Audio (SFX): A high-pitched, ringing tinnitus effect. The breathing becomes muffled and desperate, drowning out all other sound.

SCENE 5: THE ASCENT [08 SECONDS]



Visual Description: We cut back to the exact framing of Scene 1—an extreme macro of the athlete's eye. The harsh Rembrandt lighting remains, but the background has shifted; the "quiet gym" is gone, replaced by the soft-focus bokeh of a packed arena and a basketball backboard. The athlete is at the foul line. She's mastered the emotional pressure, and is in complete control. As she releases the ball, the camera pulls back just enough to see the perfect, stable follow-through of her wrist.

Audio (VO): [Silence]

Audio (SFX): The deafening tinnitus from Scene 4 abruptly cuts to absolute silence. We hear only the faint, ghost-like "hearbeatt thud" from Scene 1, now slowed to a calm, steady rhythm.

SCENE 6: THE FINISH [05 SECONDS]



Visual Description: The screen is dark and clean. The Nike Air Zoom G.T. Cut 3 slams into the frame from above, planting firmly in the center of the screen. The lighting is studio-perfect, highlighting the carbon fiber and texture of the shoe.

Audio (VO): "Nike Air Zoom G.T. Cut 3...Leave the noise."

Audio (SFX): A crisp, perfect "swish" of a net. This is immediately followed by the same violent, explosive "crunch" and "snap" from Scene 2 as the shoe hits the dark surface.