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NORTHGATE PACE LACE UP

Commercials / Energetic / 30 sec
Cast 1 Male x1

The Northgate Pace is a running sneaker. A runner and coach walks toward camera on an empty track and admits he hates the first mile too. The actor plays a spokesperson who is direct, likable, and a little too motivated, building energy through the product beats and then dropping back to honesty for the button.

CHARACTERS

DEV - 20s to 30s, male, a runner and coach, direct and friendly, talks like a buddy who will not let you skip the workout

SETTING

An empty running track at sunrise with the lanes glowing orange.

An empty running track at sunrise. The lanes glow orange.

DEV walks toward camera, easy, hands in pockets, wearing the shoes.

DEV

(to camera, direct, friendly)

Every runner's got a first mile they hate.

(shrugs)

Mine's all of them.

He stops. Looks down at the shoes.

That's why I wear the Northgate Pace.

(picking up energy)

Foam that gives back. A heel that doesn't fight you. And a grip that holds on wet pavement, dry pavement, and whatever that was on Third Street.

Quick cuts. Shoe hits track. Shoe hits puddle. Shoe hits stairs.

*(back to camera, a little
quieter)*

It won't make the first mile fun. Nothing
does.

(beat, a small grin)

But it makes the second one show up.

He turns and jogs off. Title card.

DEV

(over his shoulder)

Northgate Pace. Lace up. Go.

END OF SCRIPT