

BURN BOOT CAMP COMMERCIAL

Written by

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FADE IN:

EXT. BURN BOOT CAMP - DAY

A CUSTOMER walks down the street looking upset. She trips and drops her phone. She leans down to pick up her phone as the camera TILTS upward along with her gaze. She sees the entrance to BURN BOOT CAMP. A TRAINER sees her and walks outside. The TRAINER motions for her to come inside, and the CUSTOMER reluctantly enters.

INT. BURN BOOT CAMP - DAY

As the CUSTOMER enters, there is a magical sound effect. She looks around to see the equipment and class going on.

TRAINER

Would you like to join us?

The CUSTOMER puts her things down and joins the class on the floating floor. We follow her through a montage of the workout class showing equipment and different areas of the gym, and highlighting the personal trainer/customer relationship. At the end of the camp, the CUSTOMER is sweaty and drinks water as the TRAINER comes up to her.

TRAINER (CONT'D)

How was your first camp?

CUSTOMER

Great! I feel amazing! How can I get more involved?

TRAINER

We offer many different membership plans along with personal guidance and child watch! Come with me!

The TRAINER leads her over to the front desk and tells her about the membership plans. As the BURN BOOT CAMP logo appears.

TRAINER (V.O.) (CONT'D)

Get your membership today!

FADE OUT.