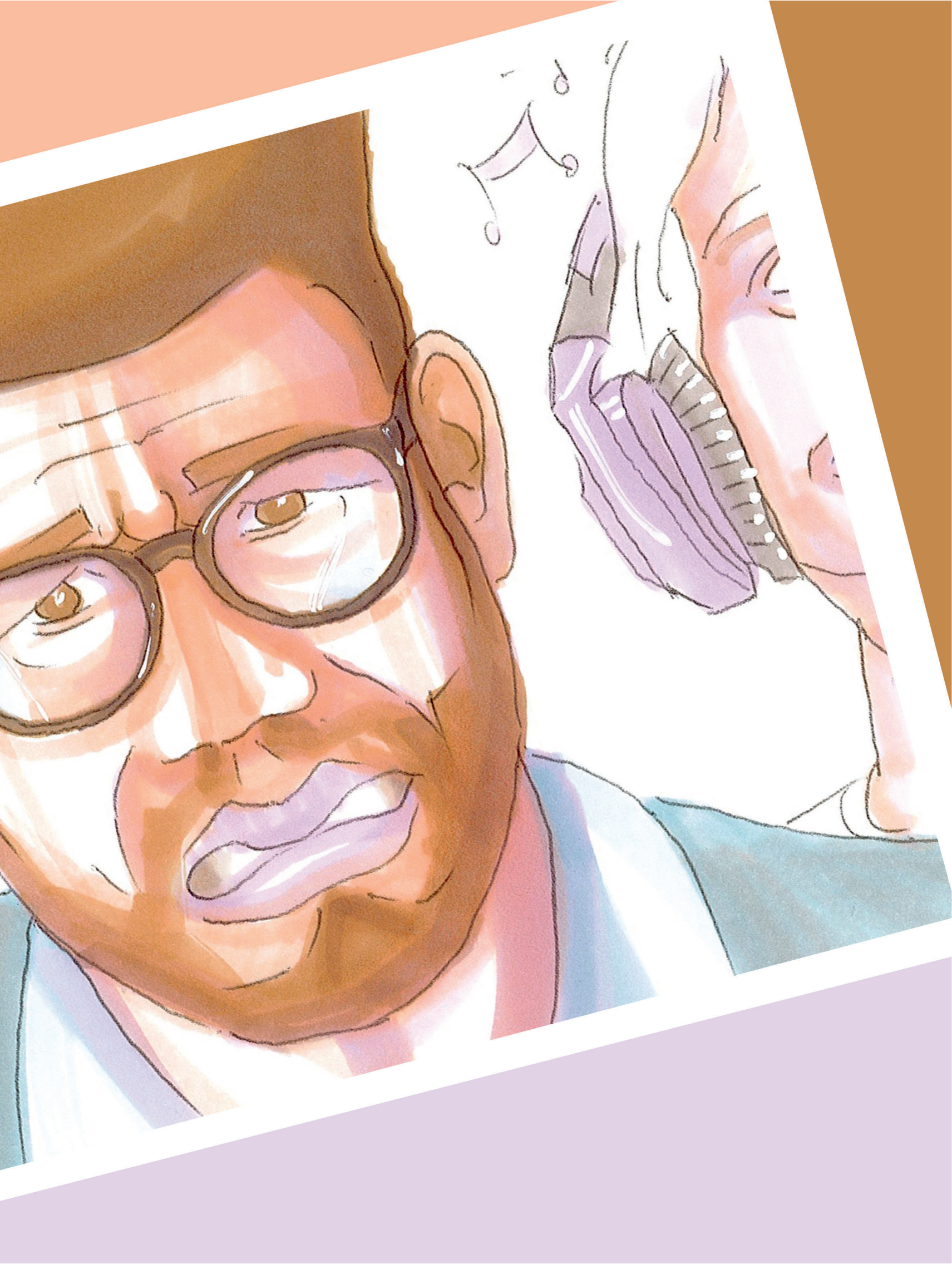


the Journey

TRAPPED!

It's a "normal " day, and we meet our businessman on his way in to the office, He can't move, he is stood up in a tube train carriage, shoe horned in like a sardine in a can.





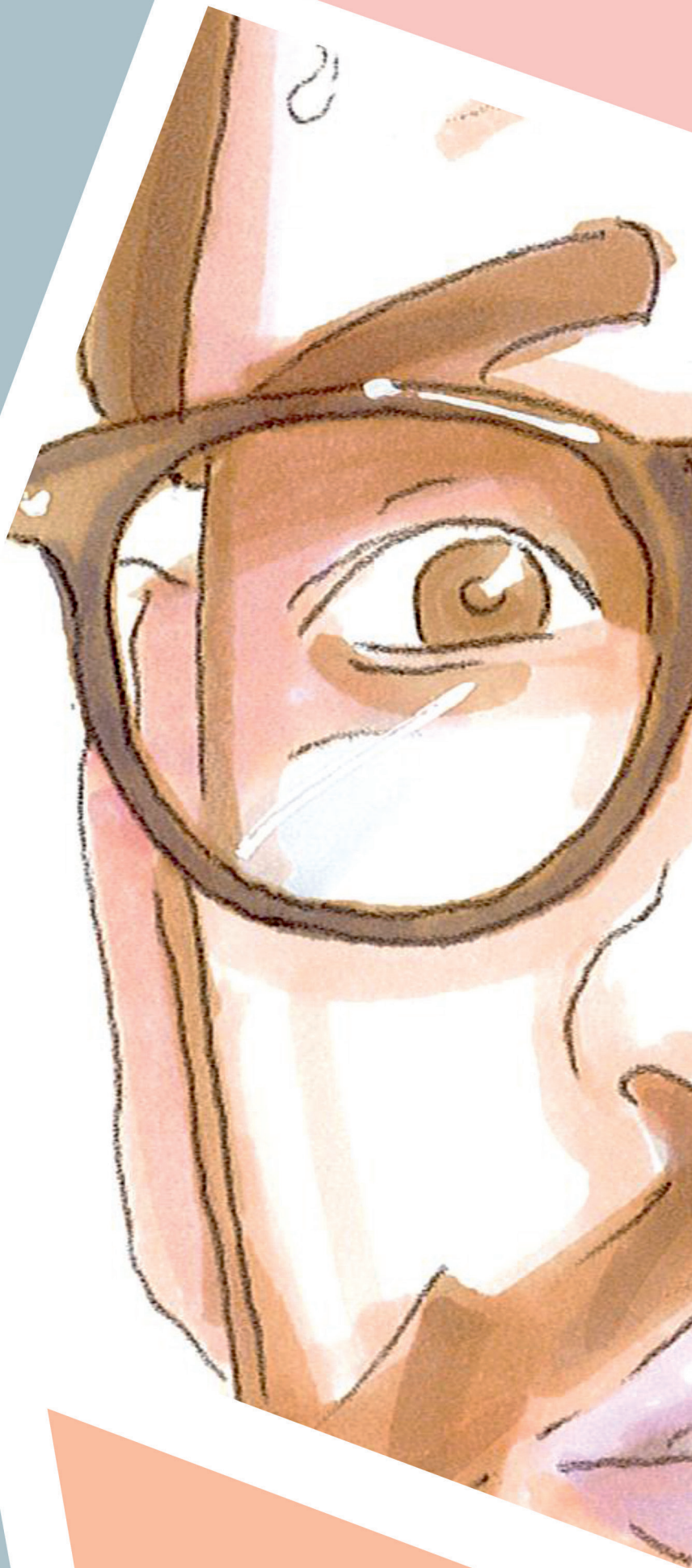
“

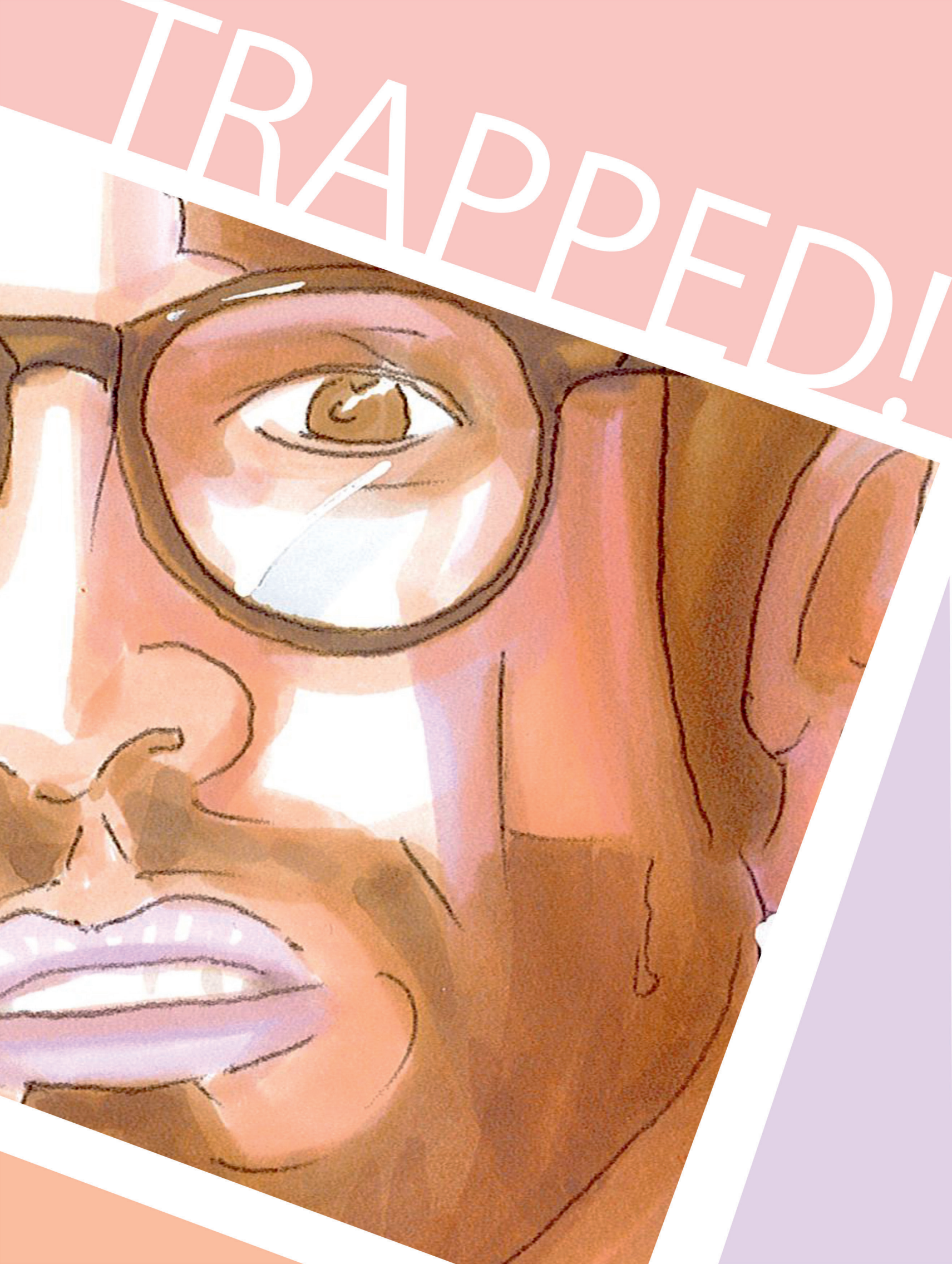
Sweat starts to run down his face as he feels ever more uncomfortable

in what has now become his twice daily journey to and from work.

But today it's worse, its hot outside and his fellow travellers invading his personal space are even more annoying than normal

”





“

To his left, a fellow passenger is listening to an irritating dance track, baseline pumping through cheap 'tinny' headphones,

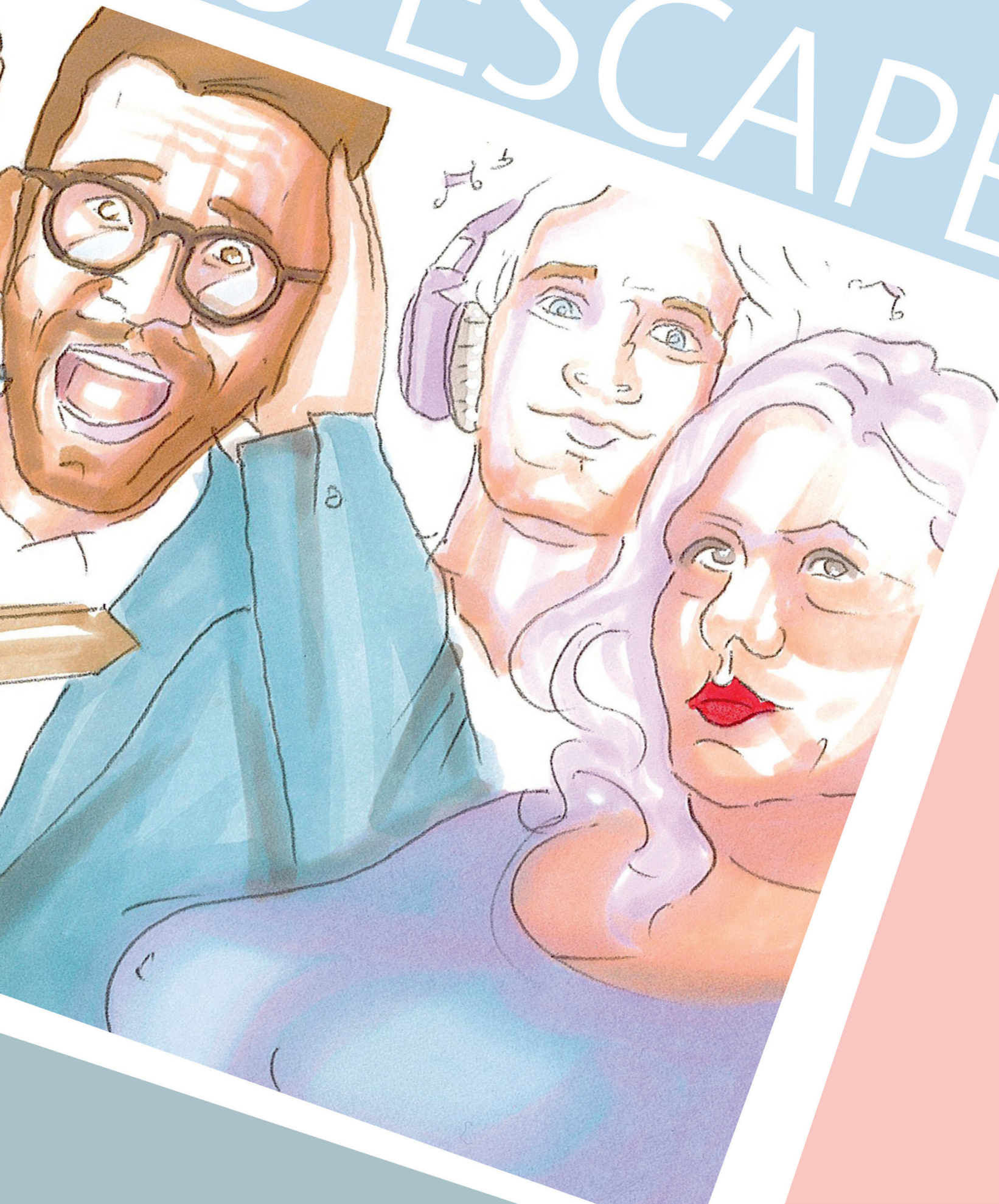
To his right another passenger slurps on an ice cream,

struggling to catch the drips in his mouth as the heat melts the ice cream ever quicker with each passing moment

”



NO ESCAPE



“ ”



STOP
THE
WORLD

SOMEBODY, PLEASE....
STOP THE WORLD,
I WANT TO GET OFF!!!!



SCREAMS



I WANT TO GET
I WANT TO G
I WANT TO
I WANT
I W

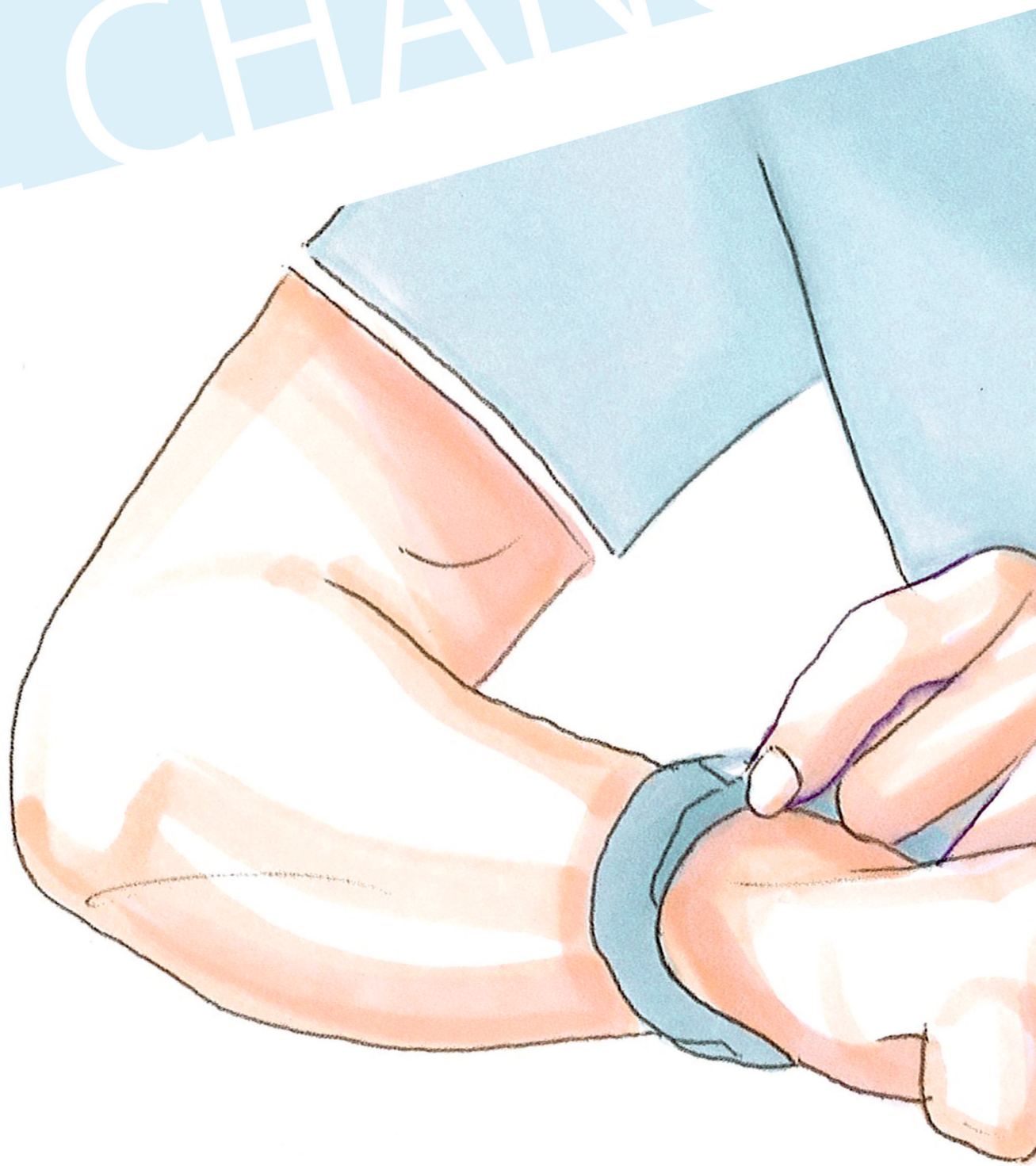
VOICE ECHOS TO

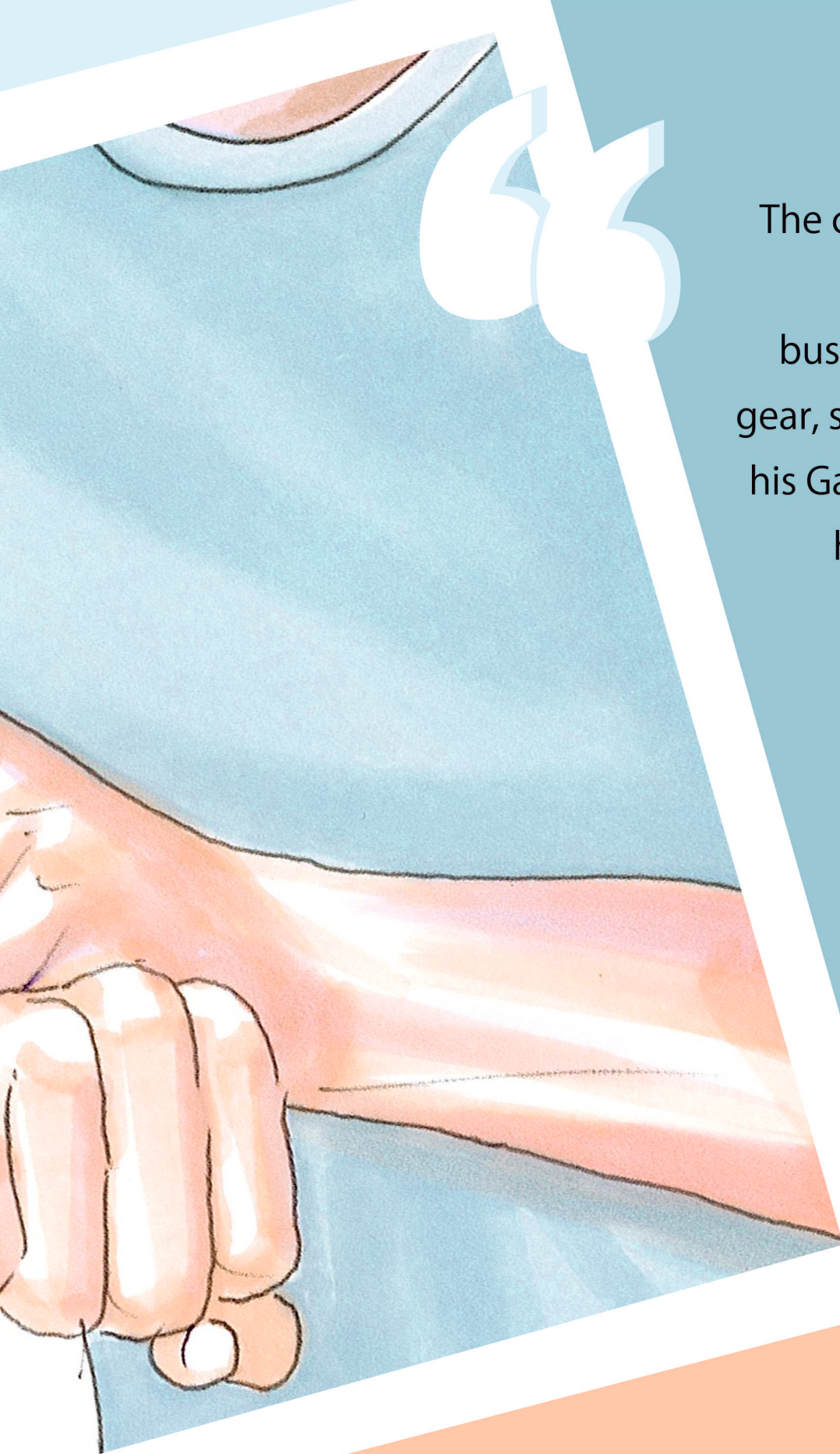


GET OFF
GET OFF
GET OFF
GET OFF
GET OFF
GET OFF
GET OFF

SILENCE

ALL CHANGE





The camera cuts to an outdoor sporting event and as the businessman, now in running gear, starts the timing facility on his Garmin product attached to his wrist, racy heavy guitar music kicks in.

The camera is cropped tightly in to the body of the man, the music is fast paced.



“

The camera pulls back
as our businessman,
now a runner, sets off

in a marathon environment.

The sun glistens through the
trees in the background,
it's early morning and the
sun blinds the viewers
momentarily as the
camera pans to follow
the runner.

”

PEACE



FOR YOUR RUN
LIFE



The camera cuts to a cycling event, our businessman is now a cyclist, the sky is dark and thunderous with rain in the air. Our businessman is wearing the latest Gore cycling rain jacket and leggings and is out of his saddle, performing well under the dark and stormy skies.



BREAK THE
CYCLE

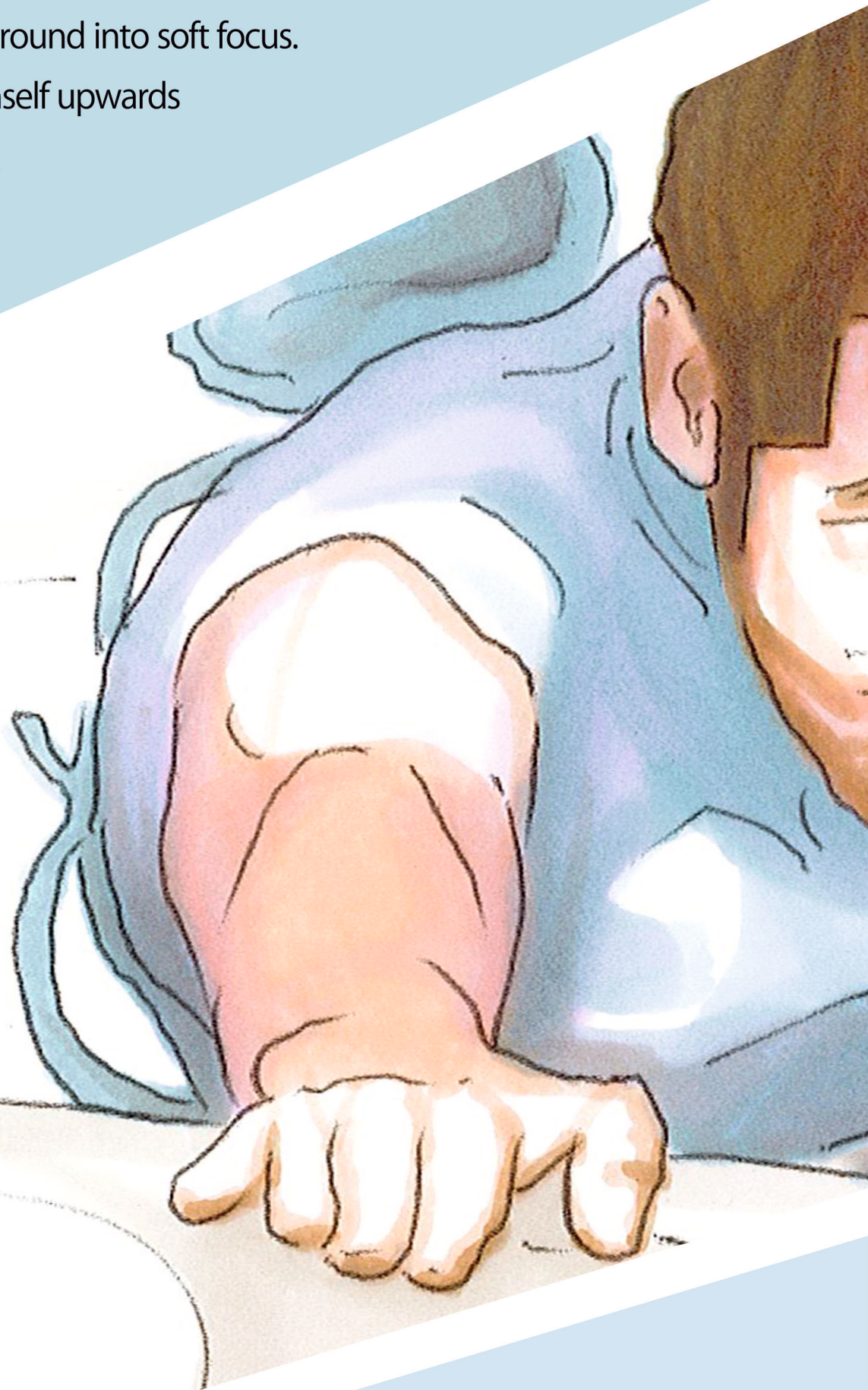
FREED

Quick change again as our cyclist now a skier!

The camera follows the skier for a second or two travelling in perfect harmony alongside as the background whizzes past. The camera slows and the skier shoots past, the camera pans to catch a glimpse of his progress down the hill.



Our Skier is now a rock climber, we cut to him as he nears the top of his climb. The camera is focussed on his face sending the bottom half of his body and the immediate foreground into soft focus. He continues to haul himself upwards reaching for the summit.



REACH



He is covered in sweat, it is a hot humid day, ropes are pulled tight ready to support his weight should the need arise. For a split second we catch his eye and for the briefest of moments it's as if we are there with him on the rock face. He then continues his climb focussing on every hand and foot position upwards.

The camera cuts to the top of the climb
where the climber is now a hiker
carrying a backpack, a distant figure on a cliff top.



Blacks

The camera slowly pans across the scene,
we can see the full extent of the journey
the hiker has taken as he gazes over the breath taking vista below,



The Blacks logo quickly fades onto the screen,
the hiker looks as though he is looking directly at the logo.

The camera cuts again showing our man walking of as he heads back home, he turns and smiles at the camera, a knowing smile that acknowledges the fact that thanks to 'Blacks' he is perfectly equipped to 'escape the everyday' what ever outdoor pursuit he chooses!



Blacks

Where the Journey begins



