



Commercial
Spec Script

Virgin Active - 30" Commercial

Comedic toned.

Virgin Active brief to attract more everyday people to their gyms.

USP: "Virgin Active - Fitness for Everyone"

Establishing shot:

Wide shot of a busy Virgin Active gym

FIRST ACTION:

A small, skinny man walks over to the bench press, looking a little nervous as a pumped up bodybuilder pushes a huge amount of weight.

V/O - "Gyms can be daunting places, dependent on your vibe."

The bodybuilder smiles at the skinny man, who awkwardly smiles back.

SECOND ACTION:

Close-up of a woman running very fast on the running machine.

V/O - "But we all need to start somewhere."

Camera pans back to show the skinny man walking at a very slow pace on the machine next to the woman.

THIRD ACTION:

V/O - "After all, who knows where we'll end up."

As the skinny man walks, he double-takes and sees the bodybuilder struggling to do a deadlift, whilst Richard Branson stands next to him easily lifting a huge barbell... holding it with one arm as he smiles and waves at the skinny man.

The skinny man waves, a little confused in a comic way.

USP V/O

"Virgin Active - Fitness for Everyone"