

“Cliff-face”

An advertisement for the Lyfe Band, a fit-bit style activity tracker

(Open to a craggy cliff, sun high and a lone hawk crying. One person hangs off the edge while another holds their hand, straining to lift them)

Anthony: “Dave, I can’t hold on, you’re slipping”

(Dave’s hand slips down a few inches)

Dave: “What the hell man!? You said you’ve been hitting the gym! It was our New Year’s resolution together!”

(Anthony tries to pull him up before slumping, exhausted)

Anthony, defeated: “I just haven’t had the time, the day slips by and I lose track of time”

Dave: “You know what will hurt worse than the fall? Knowing the whole way down that you didn’t keep your promise”

(Dave shakes his head, slips away)

Narrator: “Don’t let your best friend fall to their death. Lyfe Band tracks your fitness progress and lets you share the results to keep you accountable, and your pals alive”

(Anthony easily curling Dan’s entire weight off the cliff edge)

Narrator: “Be it cardio”

(Someone running to dive in front of a bullet shot toward their friend)

Narrator: “Endurance”

(Another figure carrying their best friend up a mountainside)

Narrator: “Or strength”

(Anthony pulling a string of loved ones and various heavy objects over the ledge)

Narrator: “Keep each other on the healthy track. You’re not alone in the journey, friends are part of life. So share your achievements, and make everyone proud. Lyfe Band, choose Lyfe”