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**CLIENT: Fitbit
PRODUCT: Fitbit Alta
WRITER: Bobby Krug
LENGTH: 0:30**

<u>VIDEO</u>	<u>(SHOT TIMES)</u>	<u>AUDIO</u>	<u>(TRT)</u>
FADEUP ON:		FADEUP ON:	
1. FEMALE ACTOR IN BED WITH ARM NEAR FACE SHOWCASING FITBIT CLOCKFACE WITH ALARM GOING OFF AS ACTOR GETS UP AND OUT OF FRAME	(:05)	1. ACTOR: "I live a very busy lifestyle..." SFX: VIBRATION FROM FITBIT MX: UPBEAT MUSIC UNDER	(:05)
2. DOLLY SHOT ACROSS KITCHEN COUNTER WHILE ACTOR MAKES A BREAKFAST SMOOTHIE	(:07)	2. ACTOR: "...I need to make sure that my day flows smoothly..." SFX: BLENDER SOUND	(:12)
3. TRACKING SHOT BEHIND ACTOR AS SHE WALKS DOWN THE SIDEWALK OF A BUSY URBAN RESIDENTIAL AREA, STARTS LOW TO SHOW HER FITBIT AND PANS UP TO SHOW HER FACE; CAMERA SLOWS DOWN TO HAVE HER WALK OUT OF FRAME	(:10)	3. ACTOR: "...and thanks to Fitbit, I can keep myself focused and motivated on making sure I'm on track." SFX: BUSY CITY NOISE SFX: FOOTSTEPS	(:22)
4. AERIAL SHOT OF CITYSCAPE WITH FITBIT LOGO AND TEXT: "Improve your life with [FITBIT LOGO]" FADE TO BLACK	(:08)	4. ACTOR: "Improve your life with Fitbit." MX: FADES OUT	(:30)