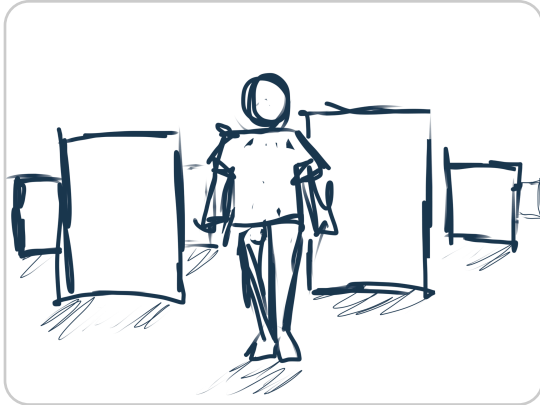
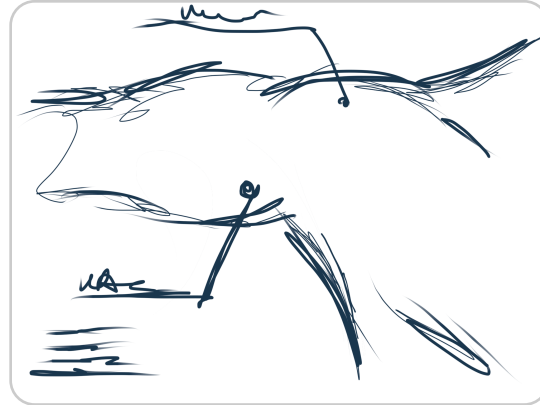


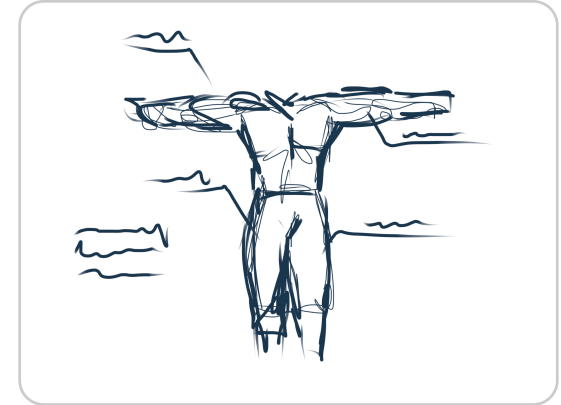
Project: Xterra Wetsuits live with effects	Client	Xterra	Title	Live with Effects
	Spot		Job #	



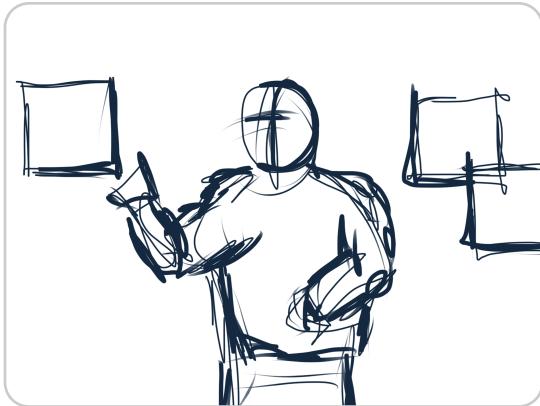
Shot 1: Alex full on screen. With him are performance shots in a 3d setting



Shot 2: Xterra wetsuit pieces fly in



Shot 3: fully assembled Xterra hero shot



Shot 4: Alex begins to make graphics appear that represent every phase of the costly retail-based chain



Shot 5: Alex "swipes" at the chain of icons, breaking it.



Shot 6: Alex "grabs" the wetsuit icon and the customer icon and pulls them together so they sit side by side.

Project: Xterra Wetsuits live with effects	Client	Xterra	Title	Live with Effects
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Shot 7: With a gesture, Alex makes the two icons merge and begin to morph



Shot 8:



Shot 9: Finally, the graphics morph lands full, center screen on the XTERRA LOGO.

Project: Xterra Wetsuits live with effects	Client	Xterra	Title	Live with Effects
	Spot		Job #	

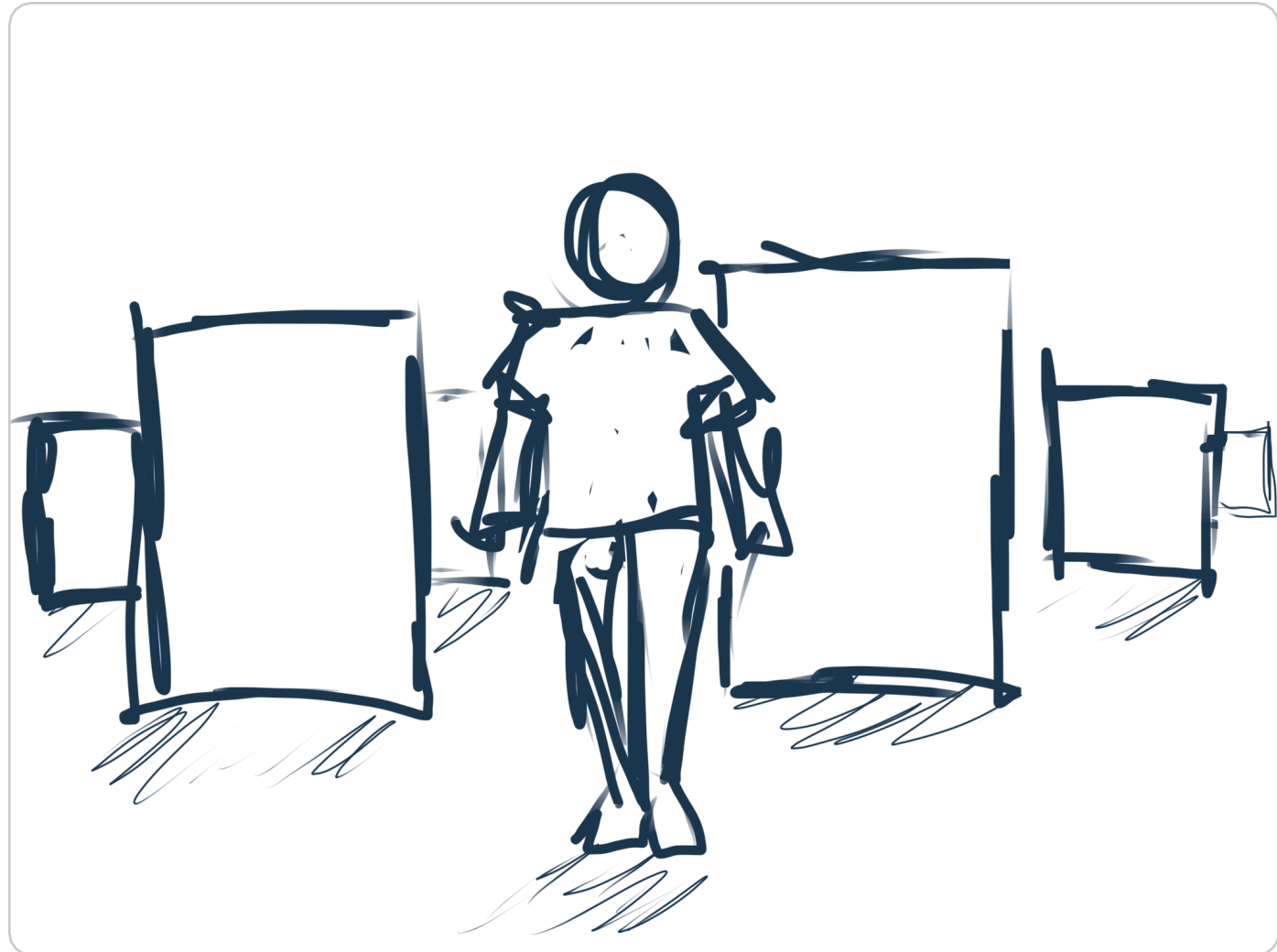
Shot 1

Video

Alex full on screen.
With him are performance shots in a 3d setting

Audio

Alex: In an industry where success is measured in seconds...



Project: Xterra Wetsuits live with effects	Client	Xterra	Title	Live with Effects
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Shot 2

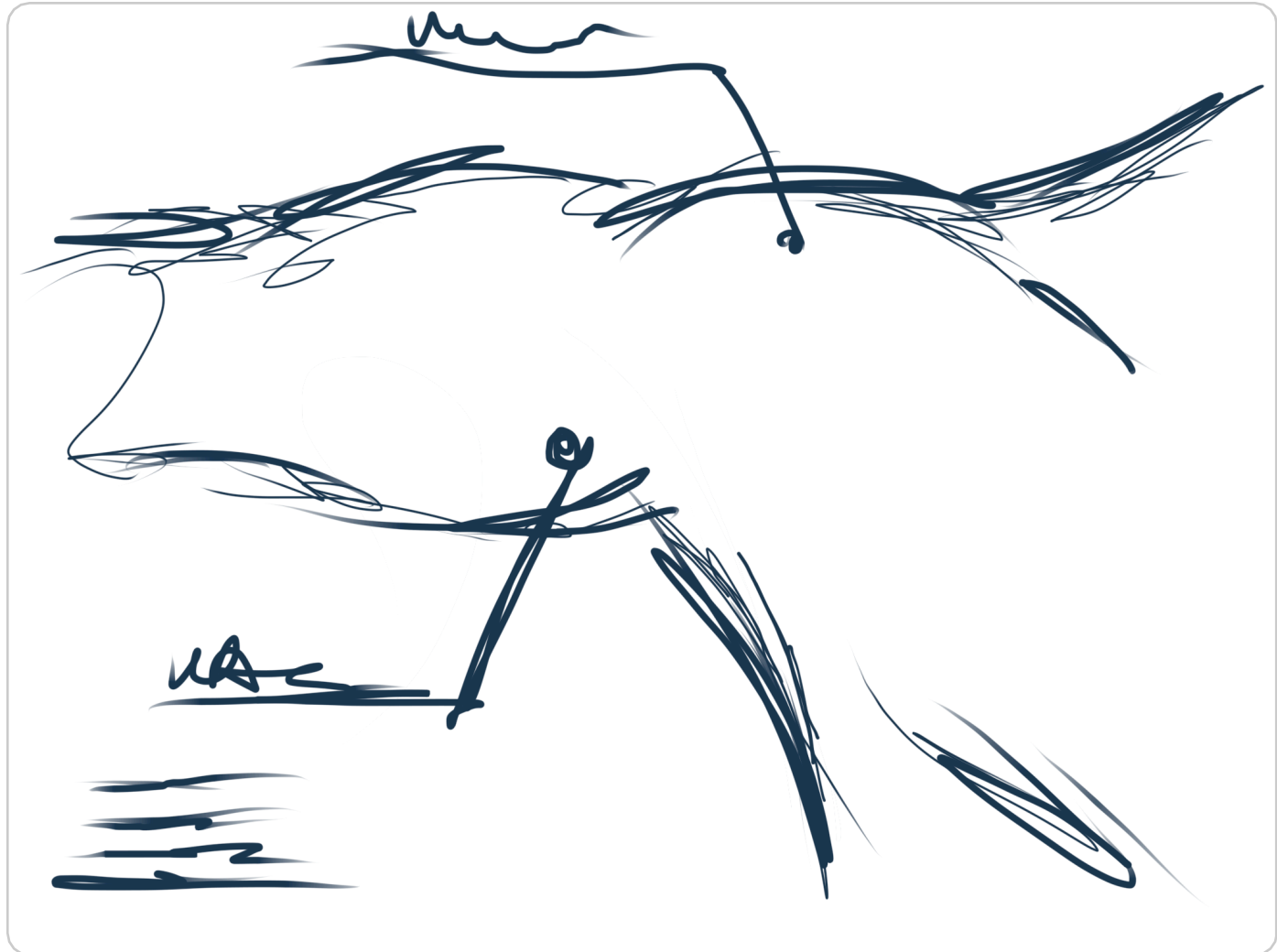
Video

-Xterra wetsuit pieces fly in, self assembling, highlighting the design elements that contribute to the suit's performance. A scroll of text tech specs flash through, barely readable, but implying years of work having gone into suit. As VO says "performance," one text element is prominent:

Maximum Hydrodynamics -Suit tech highlight continuing as next text element pops: **Maximum Buoyancy**

Audio

Alex: Athletes rely on technology for performance... and for peace of mind to achieve their goals



Project: Xterra Wetsuits live with effects	Client	Xterra	Title	Live with Effects
	Spot		Job #	

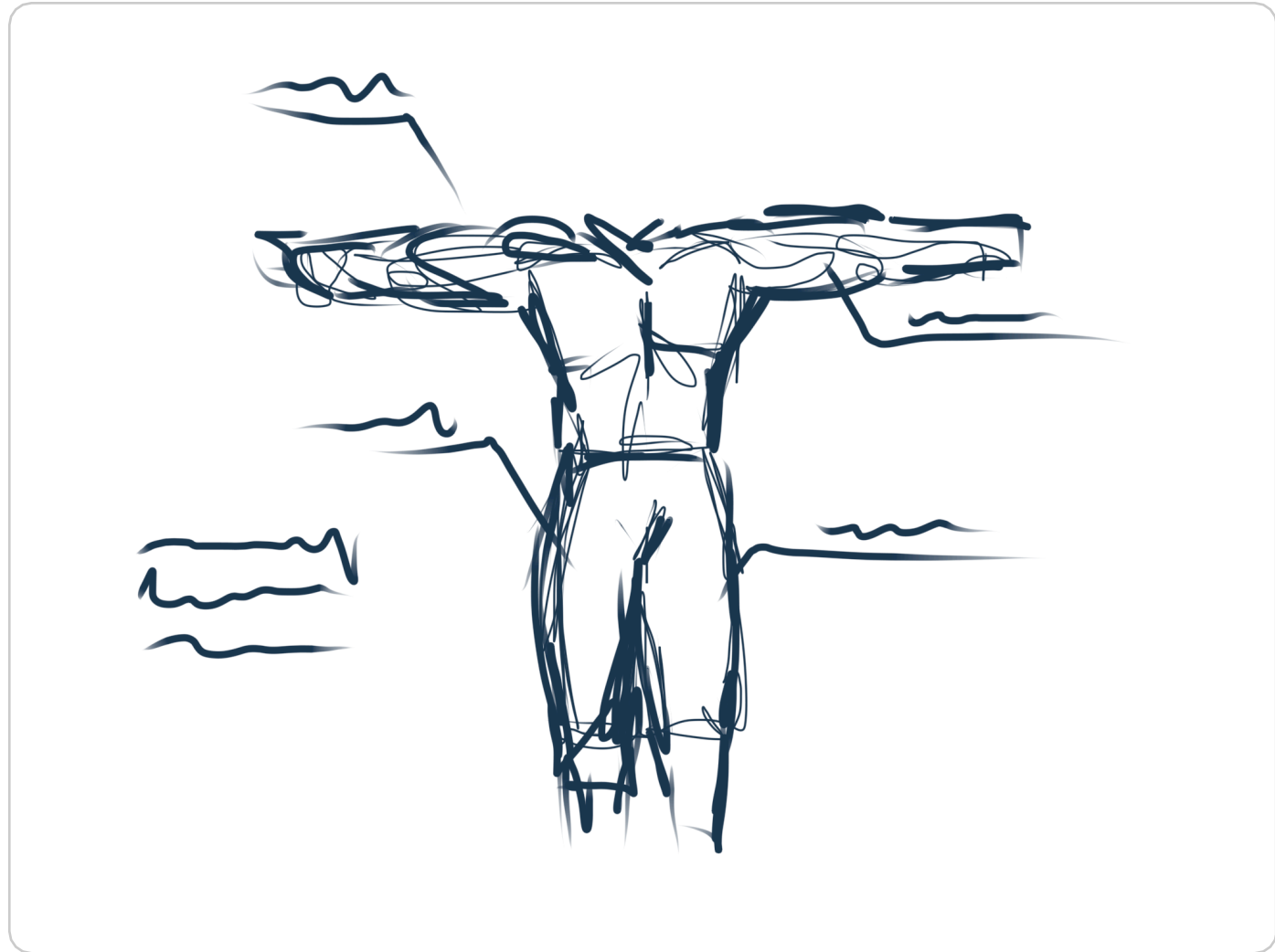
Shot 3

Video

Now, fully assembled Xterra hero shot showing the wetsuit in its full glory.

Audio

Alex: The perception is that this technology must come at a cost.

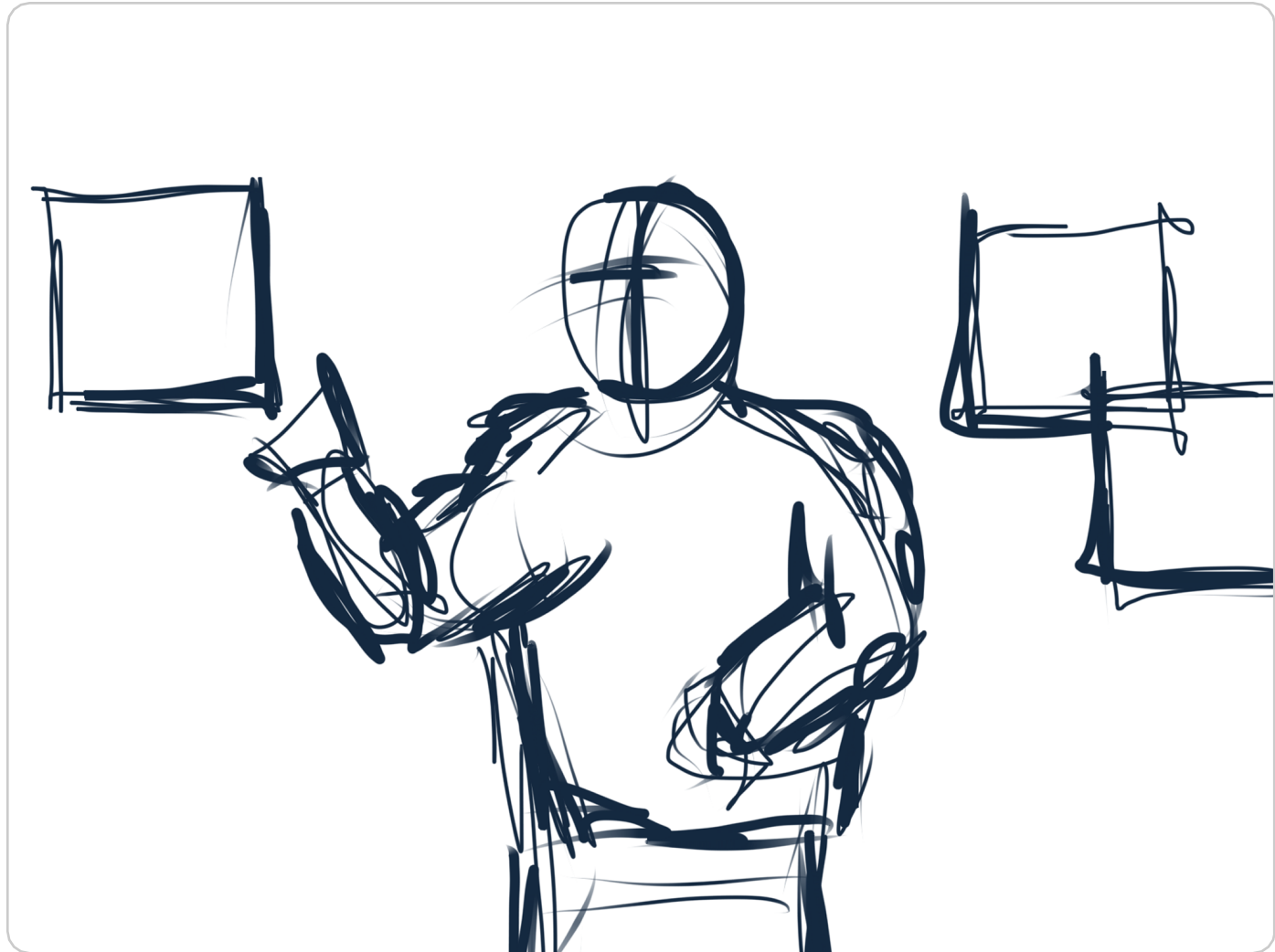


Project: Xterra Wetsuits live with effects	Client	Xterra	Title	Live with Effects
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Shot 4

Video

In the space in front of him, Alex begins to make graphics appear that represent every phase of the costly retail-based chain. Screen-left is the wetsuit. Screen-right is the customer. Each graphic/icon is accompanied by a dollar sign.



Audio

Alex: In reality, inflated costs are due to outdated distribution models, a chain of middle-men, from distributors and fulfillment centers to wholesalers and retail shops that can drive up prices over 300%

Project: Xterra Wetsuits live with effects	Client	Xterra	Title	Live with Effects
	Spot		Job #	

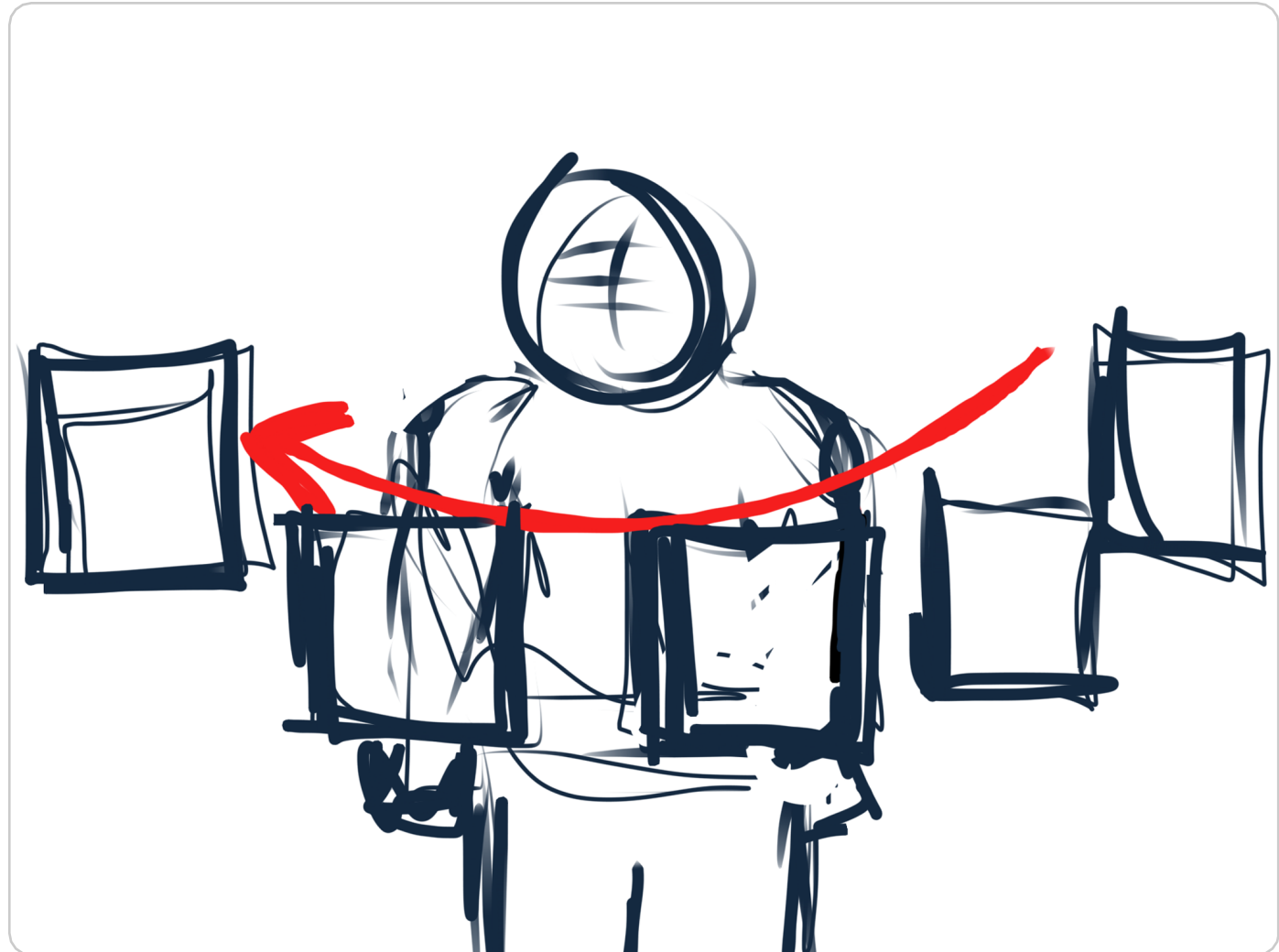
Shot 5

Video

Alex “swipes” at the chain of icons, breaking it. All but “the wetsuit” and “the customer” fly right toward camera and out of the screen.

Audio

Alex: At Xterra Wetsuits, we break the chain...



Project: Xterra Wetsuits live with effects	Client	Xterra	Title	Live with Effects
	Spot		Job #	

Shot 6

Video

Alex "grabs" the wetsuit icon and the customer icon and pulls them together so they sit side by side.

Audio

Alex: ...shipping our industry-leading wetsuits from our warehouse directly to you...



Project: Xterra Wetsuits live with effects	Client	Xterra	Title	Live with Effects
	Spot		Job #	

Shot 7

Video

With a gesture, Alex makes the two icons merge and begin to morph...As this happens, the screen behind the logo fills with a dark, watery background.

Audio

Alex: ...so you pay for performance and peace of mind...



Project: Xterra Wetsuits live with effects	Client	Xterra	Title	Live with Effects
	Spot		Job #	

Shot 8

Video

Finally, the graphics morph lands full, center screen on the XTERRA LOGO.

Audio

Alex: ...and not the cost to get it to you.



Project: Xterra Wetsuits live with effects	Client	Xterra	Title	Live with Effects
	Spot		Job #	

Shot 9

Video

Audio

