



Link: [Runnings Lifestyle Campaign](#)

WORK AND PLAY I

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TV x :30

VIDEO	VIDEO AUDIO
10 YEAR OLD BOY – CASTS FISHING REEL 40 YEAR DAD IN WORKSHOP	
MOM – ZIPS UP JACKET / ADJUSTS RUNNINGS' CAP – TAKES OFF FOR A JOG	ANNOUNCER: YOU'VE GOT THINGS TO DO...
DAD IN WORKSHOP USING TABLE SAW SPARKS FLY... 40	<u>IT</u> 'S TIME TO GET OUT
<u>CLOSE UP</u> OF FAMILY DOG EATING IN THE KITCHEN – FOREGROUND – RUNNINGS' LOGO'D BASEBALL	GET YOUR HANDS DIRTY, , AND MAKE SOMETHING HAPPEN
CUT TO: FAMILY STARTING THEIR SHOPPING TRIP INSIDE RUNNINGS STORE: CG: RUNNINGS LOGO	<u>IT</u> ALL BEGINS AT RUNNINGS
MEDIUM SHOT : SPORTING GOODS – SALES ASSOIATE SHOWING 10 YEAR OLD A FISHING ROD – DAD SHOPS IN BACKGROUND	DON'T JUST TACKLE THE JOB, MAKE <u>IT</u> GREAT!
WIDE SHOT – APPARREL SECTION SALES ASSOCIATE BRINGS A RUNNINGS JACKET OVER TO MOM/DAUGHTER	LIKE A HELPFUL NEIGHBOR – THERE WHEN YOU NEED US.
MEDIUM SHOT – TOOLS SALES ASSOCIATE SHOWING DAD A CIRCULAR SAW	WE'RE A DEPENDABLE SOURCE YOU CAN TRUST TO DELIVER, TIME AND AGAIN!
LAWN AND GARDEN – DOLLY OR LONG PAN ACROSS LAWN MOWERS – SALES ASSOCIATE SHOWS DAD FEATURES	HELPING YOU REACH YOUR GOALS WITH PROVEN PRODUCTS AND THE ADVICE YOU NEED TO SUCCEED.
END LOGO CG: LOCATOR INFORMATION	RUNNINGS
CG: RUNNINGS.COM	YOUR STORE – FOR THE THINGS YOU NEED.



WORK AND PLAY II

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TV x :30

VIDEO	AUDIO
DAD USING GRINDER, SPARKS FLY...	ANNOUNCER: YOU WORK HARD...
TRANSITION TO <u>CLOSE UP</u> OF FLAME. CUT TO SHOT OF FAMILY AROUND FIRE PIT.	...YOU SHOULD PLAY HARD TOO, WITH HELP FROM RUNNINGS.
DAD AND OLDER TEENAGE SON WORKING ON CAR IN GARAGE. DAD WIPES DIPSTICK OFF WITH RAG. ASSOCIATED IN THE BACKGROUND IS A TOOLBOX, TOOLS, ETC. RAG IS FOCUS WHICH, WHEN PULLED BACK FROM THE CAMERA...	NO MATTER WHAT YOUR PROJECT...
MATCHING ACTION REVEALS DAD AND SON CLEANING GUN INSIDE THE HOUSE.	OR PASSION IS...
MOM (WEARING WORK CLOTHING FROM RUNNINGS) IS WORKING IN THE BARN WITH ANOTHER FAMILY MEMBER. <u>A STABLE DOOR OPENS TO REVEAL BEHIND IT...</u>	RUNNINGS HAS YOU COVERED FOR BOTH WORK...
CUT TO MATCHING ACTION AS DRESSING ROOM DOOR OPENS REVEALING MOM WEARING DESIGNER JEANS AND BLOUSE.	AND PLAY.
WIDE PAN SHOT #1 OF THE INSIDE OF THE STORE SHOWING THE LARGE BREADTH OF OFFERINGS	FROM TOOLS, SPORTING GOODS AND HOME & FARM, TO AUTOMOTIVE, CLOTHING AND MORE...
SHOT #2 IN STORE FOOTAGE	RUNNINGS IS YOUR STORE FOR EVERYTHING YOU NEED...
SHOT #3 IN STORE FOOTAGE	WHETHER YOU'RE ON THE JOB...
EXTERNAL OUTSIDE STOREFRONT (FILE FOOTAGE)	OR OFF THE CLOCK.
END LOGO / LOCATOR CG: RUNNINGS.COM	RUNNINGS – YOUR HOME, FARM AND OUTDOOR STORE.