



G ACTIVE - TNO / LUKE WHITE

a WHITE LABEL product

# APPROACH

Sweat is a symbol of endurance. It is something earned.  
A beautiful reward.

In this film, we celebrate sweat as exercisers chase down their personal best. Under their intense exertion the air around them becomes so heavily charged it literally ignites into a spectrum of neon blue. Teased with just a glimpse of this we are left to marvel in the glow of tantalising blue colours reflecting vividly off their glossy skin, bathing them in a heroic light.

As our hero begins to falter she is spurred on by G Active's electrolytes. With a new energy reserve unlocked, she burns brighter and the neon glow pulls into a concentrated beam around her in the shape of a drop.

An alchemy of sweat, endurance and electrolytes create a visually arresting metaphor on the power of endorphins.



# OUTLINE

---

Opening on a Spin class we immediately focus in on a woman in the centre. 'Light it Up' plays over the sound system. As she starts up she arms herself with a swig from her G Active bottle. The track shifts louder out of the background as the horns kick in.

Her pedal strokes chop up the frame.

On a rooftop we find a man dropping into mountain climber reps. The backdrop of his city stretches below.

We switch location. Down on street level we track alongside a man running through an urban neighbourhood. Street pillars slice the image and soundtrack.

Back in the spin class the woman leans in and pushes harder. A close up shows the skin around her neck glisten with sweat. Cutting even closer, her skin now a landscape, we see specks of vapour rise upwards. The air wobbles slightly and a spark of light suddenly splinters through the space, transforming droplets into embers.

Cutting out of the macro world, she is suddenly enveloped in a neon light. The source of the glow remains out of shot but we see it's colour dance across her skin.

In a new space a dancer is working up a sweat. Her movements are fluid yet powerfully energetic - we chase to keep up as she dips in and out of frame. Her hand trails out of shot leaving a crackle of blue light to fill the void left behind. We catch a glimpse of its reflection rippling across her in slow motion as she arches backwards.

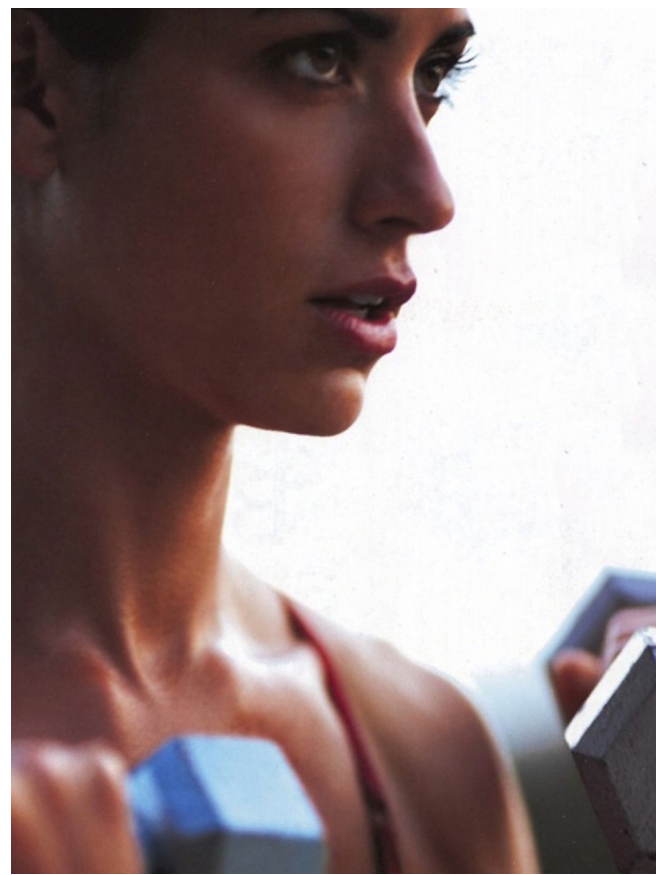
Back to the runner. He accelerates into a foot tunnel and we lose sight of him only to catch the light from his glow appear bouncing off the walls.

Glancing up from street level we see a hazy glow from a window. Inside, a woman wearing boxing wraps is cocooned in a flickering neon haze. As she dances, ducks and jabs at a punch bag hanging from a metal beam we skip in and out of her POV.

Suddenly the track cuts out. Back with our first woman the glow around her fades away as she loses pace. Out of breath and completely spent she reaches for the G Active bottle to refuel. As soon as it touches her lips the light around her reignites.

In close up, a twirl of splintering electricity and vapour spin together to form a concentrated beam of neon light. Wider, we see the beam complete into the shape of a water drop, enveloping the woman in its centre. She powers on at a new level.

---



---

Back at the rooftop a neon drop illuminates around the man. His energy seems to continuously feed the glow.

We rove around the boxer. She too is perfectly encapsulated in a neon drop. The dancer spins on the spot in the centre of her own vibrant drop.

We pull backwards to refocus on three G Active bottles encircled inside a neon drop that swirls through a hazy spectrum of blue. Cutting wide, the dancer finishes her move and The G Active super stamps centre frame.

---





# THE NEON AND DROP

The neon component can be broken down into three stages; it's conception, how it illuminates the people and how it forms into the final drop shape.

As the woman on the bike pushes we quickly dive into a rapid sequence of close up shots. First we see her neck gloss over with a sheen of sweat. Cutting into a macro world we see vapour fill the air above her skin. With a quick wobble from heat a spark suddenly appears, connecting tiny droplets in suspension like a dot to dot. This instantly cuts us back wider on the woman where we see a neon reflection wrap around her. The source of the neon light remains out of shot but we see it's full effect radiating off the sheen of her skin.

Now, jumping through the different characters we see the same blue neon reflecting off their bodies.

It is only towards the end as the woman refuels with G Active that the full drop shape is formed and we see both the neon source and the people in the same composition.

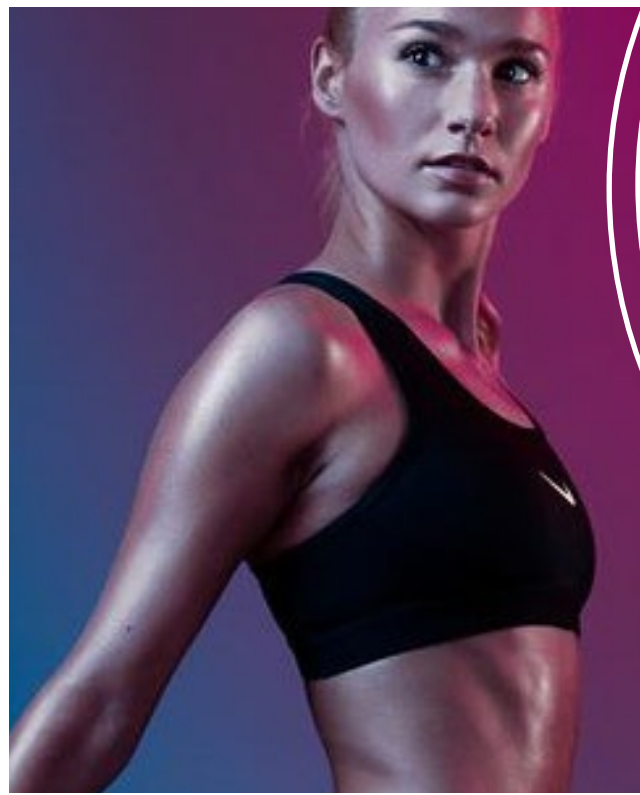




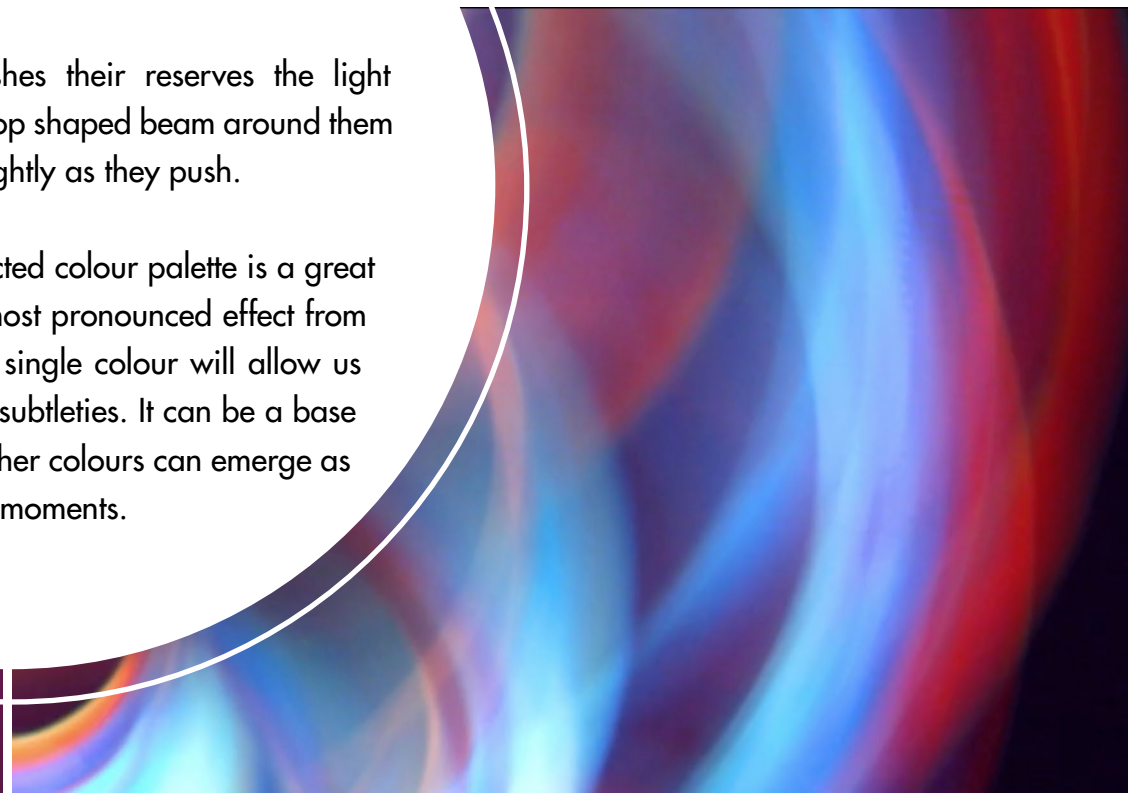
*It was just a Kiss*

From birth to drop  
shape the glow  
should feel alive and  
respond to the person's pace.

At first, ignited from their sweat  
embers spin around, light crackles  
and fluctuates with intensity and colour.  
Ripples of blue reflect off sweat, remapping  
their bodies.



Then as the drink replenishes their reserves the light  
concentrates into a single drop shaped beam around them  
and burns as brightly as they push.



The move towards a restricted colour palette is a great  
idea that will create the most pronounced effect from  
the neon. Focusing on a single colour will allow us  
to explore it's depth and subtleties. It can be a base  
from which accents of other colours can emerge as  
fleeting moments.



# G ACTIVE

G Active water is the driving force of this idea and having the product so embedded into the story is refreshing;

***G Active = Stamina = Glow***

The product will be photographed beautifully. A long lens with a shallow depth of field will make it stand out. Finally in the product shot we pull back to see the three bottles haloed inside the neon drop motif. It might work nicely to have this neon light seem as though it is drawing power from a light mist of condensation emanating from the bottles.



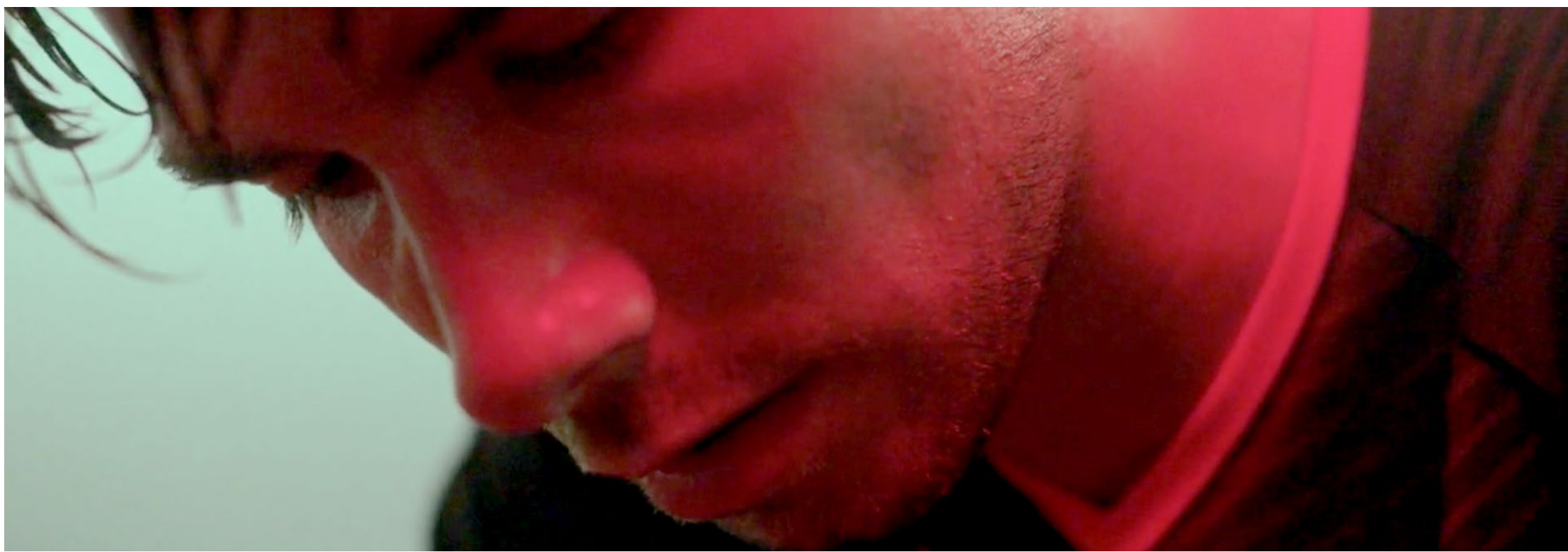
# tone

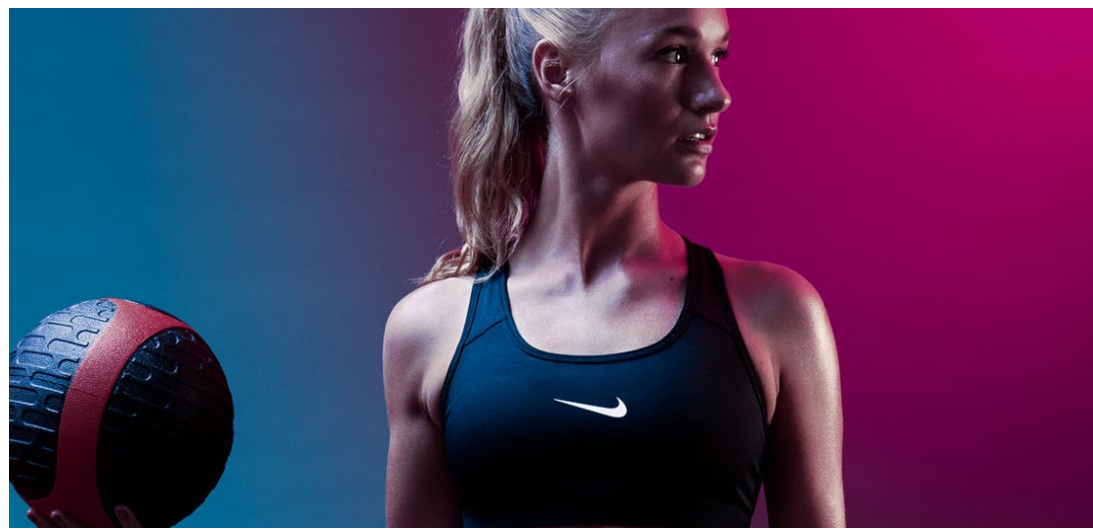
The look and feel will be slick and fluid but the camera work shouldn't become precious, Handheld mids and close ups will give the action a sense of urgency. As the exercisers exert harder and harder we may lose them in the rhythm of movement - propelling us to the next person. Likewise, we can slip into a moment of POV as we get caught up in the boxer's dance.

We can manipulate the pace and tension by using a mixture of intimate, handheld moments focusing in on expressions and then wider, balanced compositions as they feed the final glow.

Once the initial glow is 'lit' we will focus on how good the individuals and their sweat look under it's light and vivid colours. Whilst the surrounding environment will still be clear, muting it slightly will accentuate the people and sculpt them out of the background.







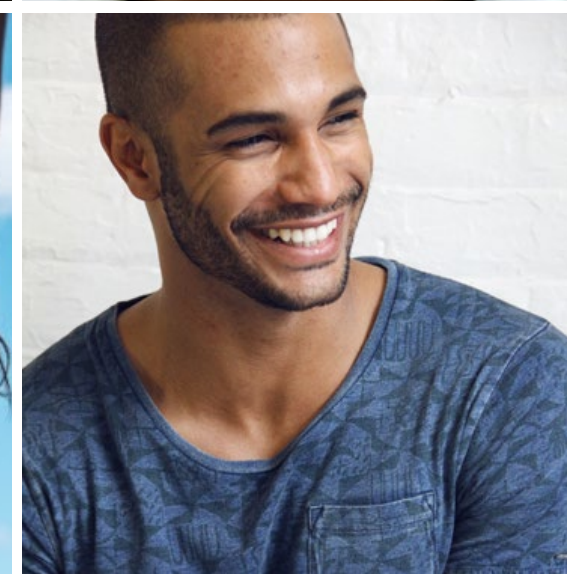
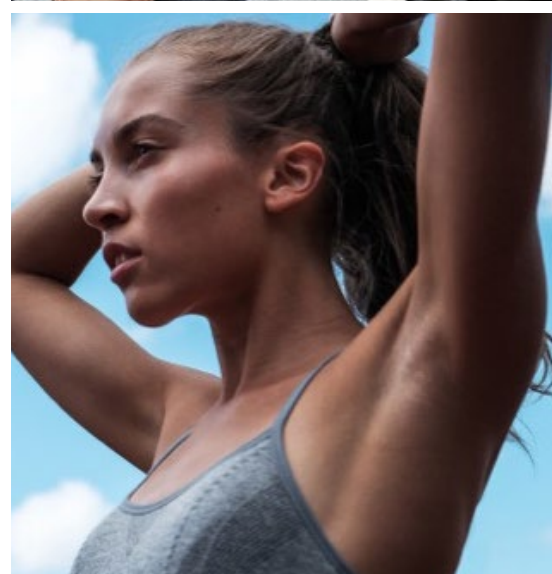
The lighting outside of the neon should be sharp and fresh. It is rooted in reality but will have an editorial quality.

The neon element will complement rather than fight the environment lighting, likewise we don't want to have the surroundings turn dark and foreboding just in order to see the glow. So to strike the right balance we need to be smart about how we shape the shots. As the final drop appears, for example, we can have the natural light semi-silhouetting the exerciser and the neon as a glowing fill light.

# CAST

The cast should represent real, diverse people who enjoy pushing themselves - fit and healthy with a sense of determination. They should not appear to be models or pro athletes, but rather have a raw and authentic quality.

Their aspirational qualities will come through a naturalistic performance and we should look to find people already versed in their specialisms especially when it comes to the dancer and boxer.

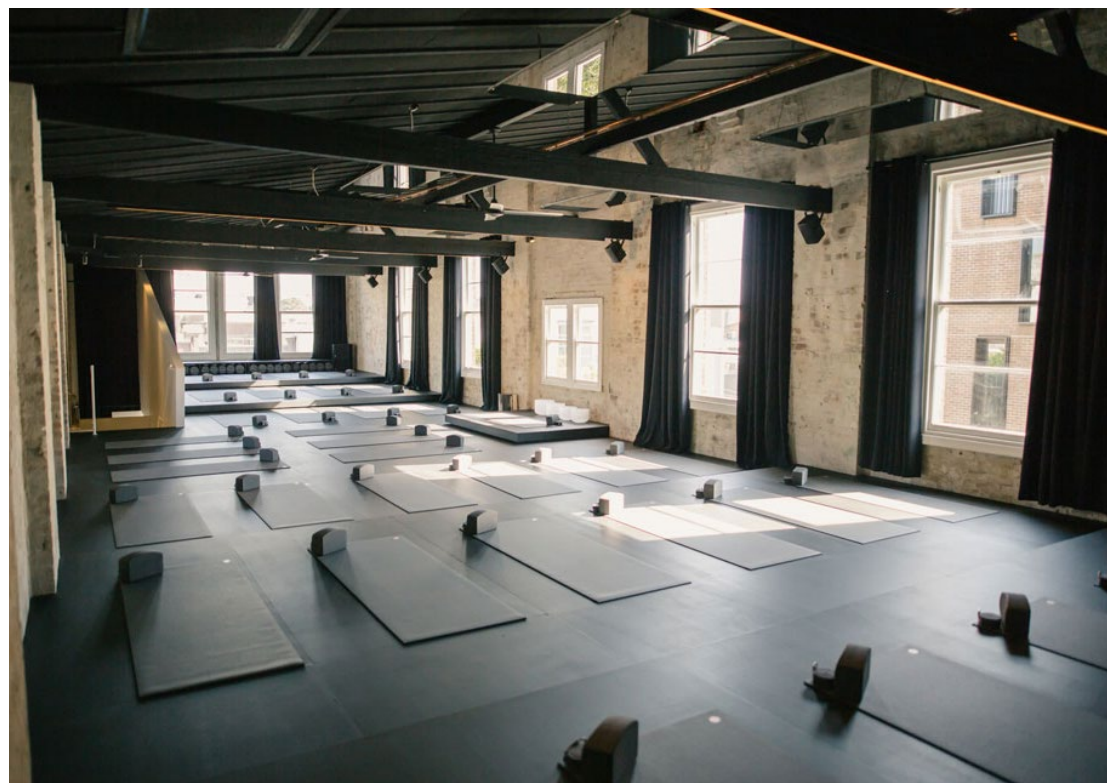


# LOCATIONS

Opting for locations that feel authentic rather than anonymous will immediately add backbone to the characters. Whether we shoot in Uruguay or Mexico City we should embrace the identity of the place. A mixture of modern, open plan gyms and down to earth make-shift spaces will build up a portrait of a city. Real places that are as individual to the person they inhabit.

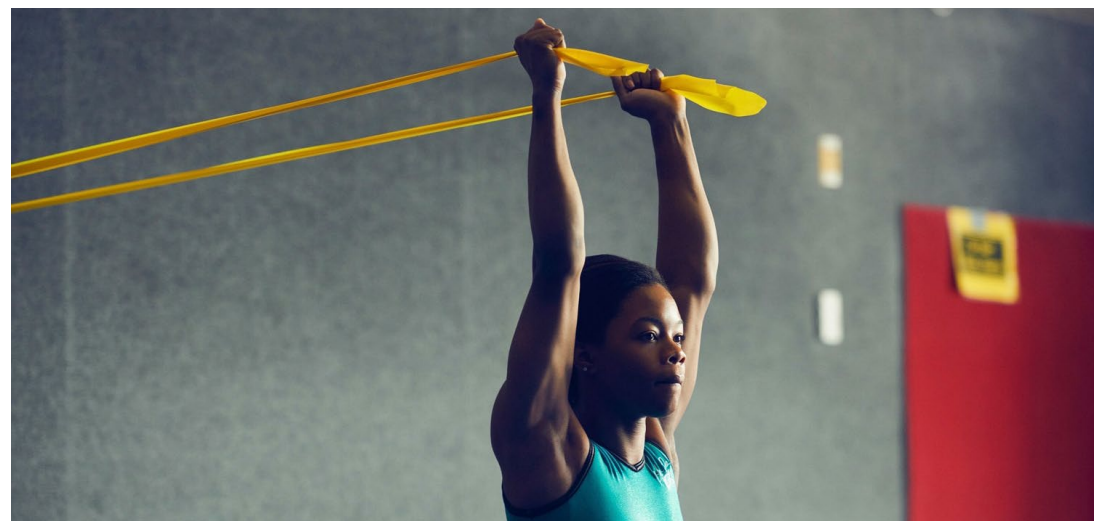
Likewise, places that cross cultures and social boundaries will speak to the all embracing nature of sport.





# EDIT

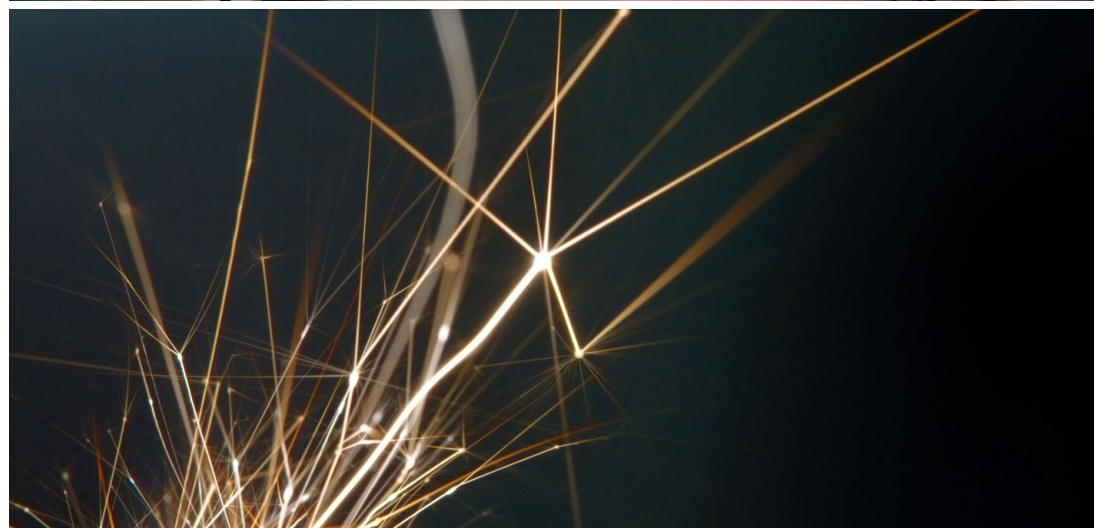
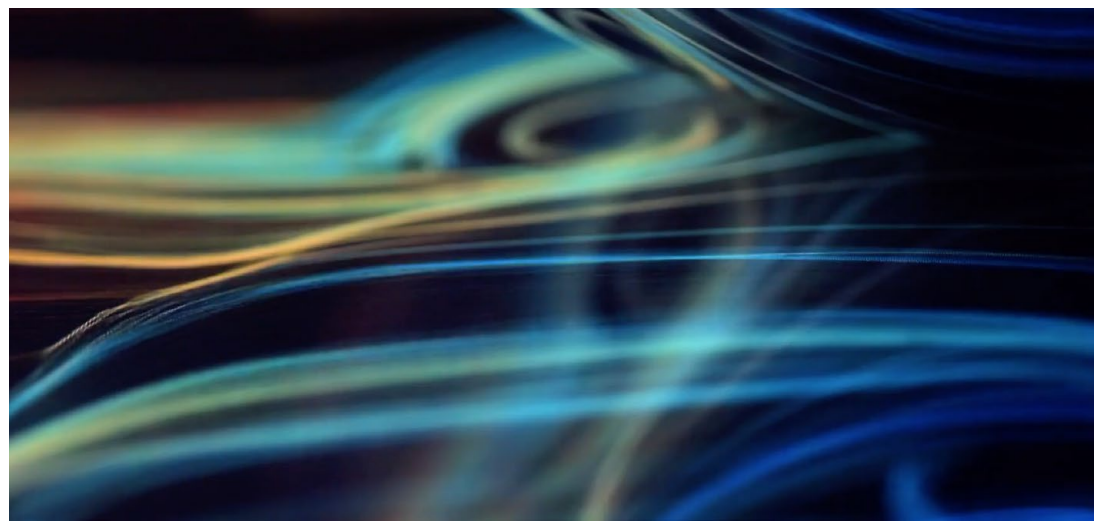
All of the individuals are on the same journey and the edit will weave them into one choreographed piece. Fast cuts triggered by their actions take us from person to person rapidly building a picture of what it takes to earn a golden sweat.

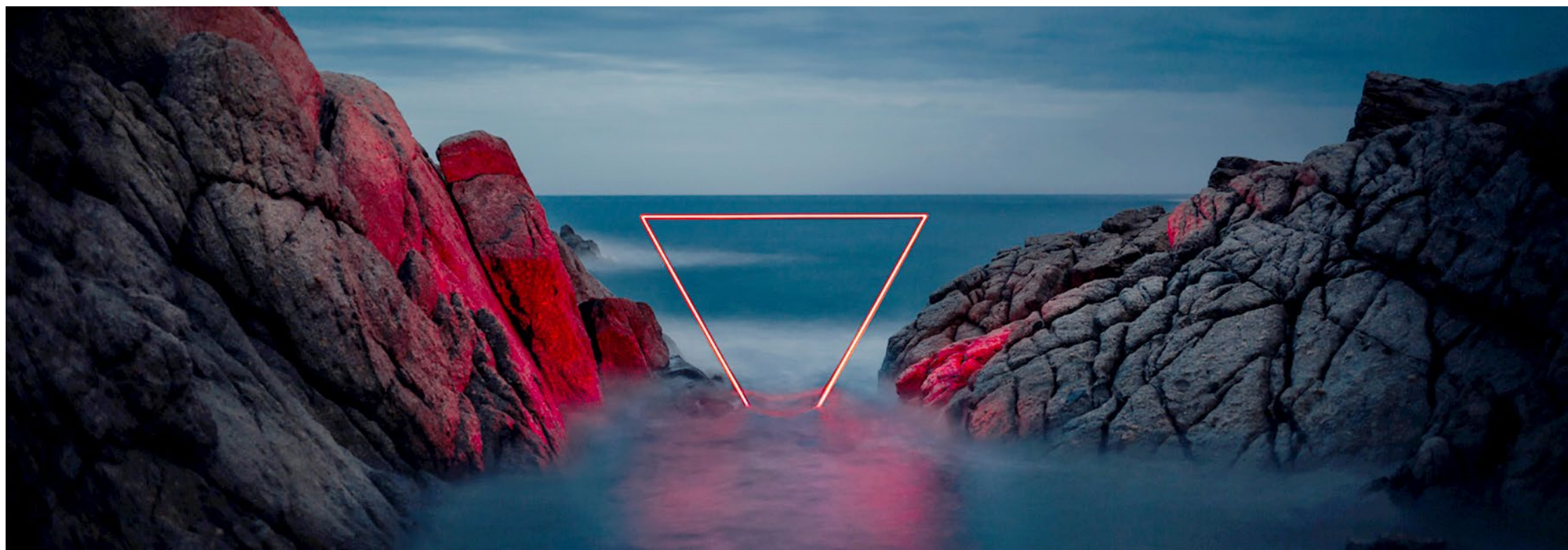




# POST

The neon glow and how it's light bounces around the scenes should always feel completely true to life. This will be achieved by using a combination of real in-camera elements (plate shots of sparks, vapour, backlit UV paint) and designed CG moments. If it becomes clear in development that we can get more from CG than SFX then we should still be strict with how we depict the neon. A glow should make sense in the environment rather than become too fantasy or sci-fi. As it begins to illuminate we can subtly dip the natural light to make the neon appear lush and vivid whilst keeping it seamlessly embedded into the scene.



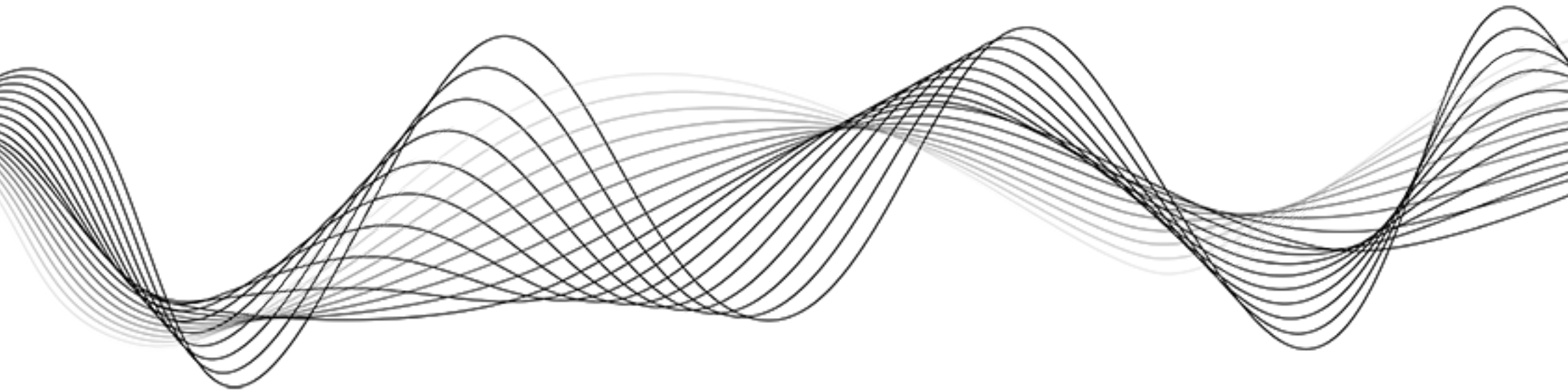


# SOUND

The 'Light It Up' track will immediately inject a level of energy to match that of the exercisers. On top of this we can punctuate key moments and create a sense of ramping pace by extracting real world sounds; a sharp intake of breath as the dancer shoots past us, the boxer's feet twisting on a concrete floor, a wash of vapour crystallizing into a neon light.

Likewise, it will be fun to try and answer questions like: what does neon light reflecting on glossy skin sound like? Or how do macro shots sound different to wide ones? These details will add a rich and tactile quality.

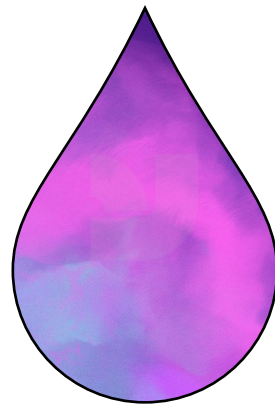
Image and sound can be fused into one synesthetic texture by having the action affect the track. For example when the runner is obscured by a series of street pillars the track can be interrupted to the same rhythm.



# FINAL THOUGHTS

I think there is an opportunity to make something really unique here that will leave the audience thirsty for more. With further development we can hone the 'creation' and look of the neon elements to create an effect that feels impossibly real. Likewise, making sure we depict an authentic world with real people will lay the foundation for the audience to feel the full power of the glow. Something never seen before.

Thank you for reading. I look forward to hearing your thoughts.



a WHITELABEL product