KNOW YOU CAN

60-SECOND SPEC COMMERCIAL / STORYBOARD

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A 4 a.m. challenge becomes a lifelong rhythm. Training, study, and design carry a son from his first run to a creative career—and back home to the father who believed in him.



THE RITUAL

FRAMES 01–04 | 0:00–0:11

01 THE FIRST ALARM 0:00–0:03



CAMERA / ACTION 4:00 AM in darkness. Find the sleeping teen, then let the door open and the light cut across the room. Start on a detail and widen to reveal his father.

SOUND / COPY Clock buzz, door creak, light switch. No score yet.

02 THE CHALLENGE 0:03–0:06



CAMERA / ACTION A quiet two-shot from the foot of the bed. The teen turns away, then sits up. The father's presence is firm but supportive.

SOUND / COPY FATHER: "Let's go. Hit the shower." Beat. "You said you wanted this, right?"

03 RESET 0:06–0:08



CAMERA / ACTION At the mirror, the teen meets his own eyes. Keep the moment intimate; resolve his hesitation into focus.

SOUND / COPY Water and room tone; a low musical pulse begins.

04 THE RITUAL 0:08–0:11



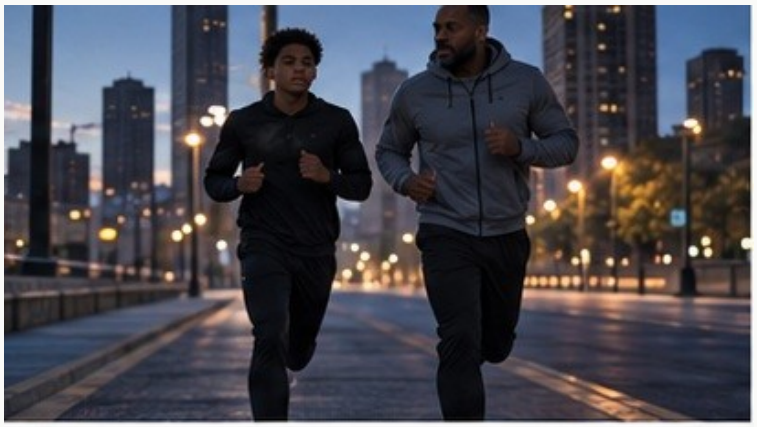
CAMERA / ACTION Close inserts: compression shirt, socks, hands tightening laces, shoes touching down. Cut on action into the first step outside.

SOUND / COPY Fabric, lace snap, shoe impact. Sound bridges into pavement.

THE BELIEF

FRAMES 05–08 | 0:11–0:30

05 FIRST MILES 0:11–0:16



CAMERA / ACTION Low tracking shot alongside father and son on an empty pre-dawn street. His stride is uneven; his father stays steady beside him.

SOUND / COPY Breath and footsteps over a restrained beat.

06 REPEAT 0:16–0:20



CAMERA / ACTION Quick rhythmic repetitions of alarm, shower, gear, and run. Each pass is cleaner and faster; the teen's form improves.

SOUND / COPY FATHER (V.O.): "You think LeBron stayed in bed? You think Jordan stayed in bed? You think Kobe stayed in bed?"

07 THE REASON 0:20–0:25



CAMERA / ACTION Cross-cut fatigue and effort. Let the father run beside him, a steady guide rather than a drill sergeant.

SOUND / COPY FATHER (V.O.): "No. Because they wanted it." Then: "And if you want it bad enough… you'll get up and go get it."

08 OWN THE RUN 0:25–0:30



CAMERA / ACTION At sunrise, he runs alone on the track. Open the frame and let his stride carry him around the curve into the light.

SOUND / COPY FATHER (V.O.): "You can't think you can… you have to know you can." Score opens up.

THE BREAKTHROUGH

FRAMES 09–12 | 0:30–0:46

09 THE IDEA 0:30–0:34



CAMERA / ACTION Over his shoulder in class, reveal a detailed shoe drawing in his notebook. Push in: it is a plan, not a doodle.

SOUND / COPY Pencil scratch and classroom ambience sit beneath the score.

10 THE MILESTONE 0:34–0:38



CAMERA / ACTION At graduation, caps rise. Find his father cheering louder than anyone; the son catches his eye.

SOUND / COPY Crowd swell and applause.

11 BUILD THE FUTURE 0:38–0:43



CAMERA / ACTION Move through business class, a design lab, late-night work, and continued training. Match study and practice as parts of one discipline.

SOUND / COPY Classroom, studio, and gym sounds build a layered montage.

12 TAKE THE SHOT 0:43–0:46



CAMERA / ACTION Laptop glow in the dorm. He reviews the Nike internship application, hesitates, then clicks SUBMIT. Hold on him after the click.

SOUND / COPY Music drops out; the click lands cleanly, then the score rises.

THE RETURN

FRAMES 13–16 | 0:46–1:00

13 MAKE THE CASE 0:46–0:51



CAMERA / ACTION As a young adult, he confidently presents his refined shoe design to Nike executives. Make the design clear in the frame.

SOUND / COPY Room tone, presentation board turn, measured confident score.

14 EARNED MOMENTUM 0:51–0:55



CAMERA / ACTION In the studio, digital renderings resolve into a shoe. Collaborators exchange ideas. Match-cut the original sketch to the finished concept.

SOUND / COPY Score peaks; design sounds and a running footfall punctuate the cuts.

15 COME HOME 0:55–0:58



CAMERA / ACTION He returns to his childhood home in a tailored suit and custom shoes. At the doorway, father and son lock eyes, then embrace.

SOUND / COPY FATHER: “I knew you could do it.” Let the music breathe.

16 THE SIGNATURE 0:58–1:00



CAMERA / ACTION Business card: NIKE — CREATIVE DIRECTOR — [HIS NAME]. Cut to a clean black end card with the campaign line.

SOUND / COPY “JUST DO IT. KNOW YOU CAN.” Resolve the score on the mark.

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