

KNOW YOU CAN

A Nike Spec Commercial

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INT. BEDROOM - 4:00 A.M.

Pitch black. A digital clock glows 4:00 AM. A teenage boy sleeps under blankets. The door creaks open. His father enters and flips on the light.

FATHER
Let's go. Hit the shower.

The boy groans and turns over.

FATHER
You said you wanted this, right?

A beat. The boy exhales, then slowly sits up.

INT. BATHROOM - CONTINUOUS

Water bursts from the showerhead. Steam fills the room. The boy steps in, flinching as hot water hits his skin. His eyes sharpen.

MONTAGE - PRE-DAWN ROUTINE

Nike compression shirt pulled on. Socks tightened. Laces pulled tight. Shoes hit pavement.

EXT. CITY STREETS - PRE-DAWN

The boy runs beside his father through empty streets. Breath visible. His stride is uneven. His father is steady.

INT. BEDROOM - 4:00 A.M. (NEXT DAY)

Same clock. Same time. The boy wakes up before his father enters.

MONTAGE - TRAINING CYCLE

Alarm. Shower. Gear. Run. Repeats. Each time faster. Stronger. More controlled.

FATHER (V.O.) You think LeBron stayed in bed? You think Jordan stayed in bed? You think Kobe stayed in bed?

FATHER (V.O.) No. Because they wanted it.

FATHER (V.O.) And if you want it bad enough… you'll get up and go get it.

FATHER (V.O.) You can't think you can… you have to know you can.

EXT. TRACK - SUNRISE

The boy runs alone now. Faster. Focused.

INT. HIGH SCHOOL CLASSROOM - DAY

The boy sketches a detailed Nike shoe in his notebook. This is not a doodle. It's a plan.

EXT. HIGH SCHOOL GRADUATION - DAY

Caps fly. The father cheers louder than anyone.

INT. COLLEGE - VARIOUS

Business classes. Design labs. Late nights. Early mornings. Training continues.

INT. DORM ROOM - NIGHT

Laptop open. Nike internship application. He hesitates… then clicks SUBMIT.

INT. INTERVIEW ROOM - DAY

Now a young man in a suit sits confidently across from Nike executives. He presents a refined version of his design.

MONTAGE - SUCCESS

Designing in a studio. Digital renderings. Collaboration. Early morning workouts continue.

EXT. CHILDHOOD HOME - DAY

A car pulls up. The man steps out in a tailored suit wearing his custom Nike shoes. He walks to the door.

INT. DOORWAY - CONTINUOUS

The father opens the door. They lock eyes. Pride. Emotion. They embrace.

INSERT - BUSINESS CARD

NIKE - CREATIVE DIRECTOR - (HIS NAME)

FATHER

I knew you could do it.

FINAL FRAME

Black screen. Nike logo appears.

JUST DO IT.

KNOW YOU CAN.

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