

## NIKE

### 'Try Try Try'

## INTRO

Let's face it, we live in a world where the winner takes it all. **Where winning rhymes with bullying, and it has become an international sport even at the highest levels of power...** it's almost like the journey doesn't count anymore.

But what about the losers? What about the beauty of trying and failing? In my book, it's way more romantic to be the underdog, the kid in the back of the class. Not the obnoxious one that doesn't try, but the fearless one that tries hard and loses with a smile. I don't want to sound cheesy, but trying is what's beautiful about sport and life in general. Putting yourself at risk. The winning part is just the cookie at the end. The magic is in the effort, and the romanticism **is not in succeeding.**

## THE KID

I went through a lot of different stages in thinking about this script. My first thoughts were that the kid travels the world to try all of these sports, but now I'm more and more sure that he should actually stick close to what's available in his surroundings. He's 19 and he's not a rich kid of Instagram fame or dating Kendall Jenner. No - he's your cool, average kid who's up for anything. So, to stay within the realm of reality we're not gonna send him to Dubai to try skydiving...

Being that grounded neighborhood kid is really what's going to make him cute and lovable.

He's the real challenge of this film - to find a kid that falls and gets backs up with a smile. Not because he's a sicko masochist, but because he likes trying and doing things! He's simply enjoying the journey.

I'm thinking a kid of today. Someone who looks like Earl Sweatshirt or King **Krule**, but a 'smiley'er', happier version. So, with that in mind, we should try to cast him from a pool of skater kids, just so that he has good body language when failing. And also so that he can do some of these stunts for real.

## LOOK & FEEL

Before talking about how i want the film to look and feel I want to point out another challenge of this film - it shouldn't look like a Jackass video or a YouTube fail compilation. Nor should it look like a super slick, try-hard comedy film.

Instead, this film should feel very raw, filled with the same infectious energy that our kid will be exuding. Just like the kid, this film should feel real and authentic, with lots of handheld camerawork mixed with some poetic slow-mo moments. We'd then mix in some wide, steady shots in order to create the 'breathers' between his action moments.

Let's discuss further, but I'd love to shoot this film on 35mm. Not only would it give the spot a more iconic film look, but it would also help us stay away from that 'video-fail-compilation-look'.

## LOCATIONS

I really like the idea of London. Not only will the casting opportunities be better there, but the surroundings will go a long way in helping us not fall into the stereotypical, Jackass-Californian imagery. At the same time, London will give the story an anthemic, international feel.

I actually live in London half the time, so I know where to go and where to look to find the best locations to **avoid going all in on the** gritty, depressing London imagery. It is possible to capture an end-of-summer, sunshine-filled London that will be perfect for helping achieve the sugary tone of the film.

We want this film to feel huge and intimate at the same time, from wide shots over a diving board to the intimacy of our hero's bedroom.

But most importantly, it needs to always stay on a distinctly human level - he's going to play football on the street pitch around the corner from his house, not in Wembley Stadium.

## MUSIC

I really like the idea of your song being covered by Jack White. It's gritty and grounded while still bringing in an element of playfulness. But, I also like this [Black Lips](#) song called 'Bad Kids'. Obviously, the lyrics need a bit of tweaking, but the vibe is right. It's got a good tempo, and manages to be both cheeky and joyful without being cheesy.

## SCRIPT

Before I get to the actual film, there is one more thing I'd like to tweak within the script. Again, it's open to discussion.

In order to avoid the episodic, 'compilation' feel of the story, I feel that we should come back to some of these different moments throughout the script, just so there is a build up to some of his failures, giving us a narrative arc... allowing the 'try try try' aspect to be more apparent within the narrative. Because, if we only see him fail we don't see much of the trying part...

### **So, here we go:**

We open in a neighborhood, indoor boxing gym.

Suspended neon lights illuminate -

Teens, training all around the ring as our kid (let's call him Joe) gets into the ring. He's got tons of confidence, and even a little swagger in the way he moves and puts in his mouth guard. In contrast, his sparring partner (who's the same age) is way bigger - has a cocky smile on his face.

They touch gloves, and our kid does his best Muhammed Ali impression - showing off some quick, stylish leg work... and then -

PUNCH.

The kid's opponent throws a monster punch that floors our hero.

The music kicks in and here we can go into a little crescendo of fails:

- Smashed at a hockey game.
- Stuffed under a basketball hoop.
- Tackled in a team of 5 soccer game.

We find him at a nurse's station, getting his bloody leg disinfected by a cute nurse. Though, she's a bit older than him he smiles at her with the cutest cheeky smile.

**We move to a wide drone shot of an empty athletic training field... we see him train, warming up and stretching. He has a faded black eye from his previous boxing experience.**

Close on the Vapor Max shoes as he runs during his training. It's clear that he's got all the right gear and he's super focused.

We find him at a pole vault pit, he puts chalk on his hands, grips a pole, closes his eyes like a focused world champion and runs to vault over the bar.

He actually manages to vault into the air... but ends up passing completely under the bar. Fail. However, he doesn't realize that he only passed under the bar - and raises his arms in the air for victory!

A couple of 12-year-old kids watch him, completely unfazed.

We find him in the courtyard of a council estate. A couple of youngsters are riding horses in Nike tracksuits.

Our hero is on a horse trying to mimic the cool prancing that the kids are doing, but gets thrown in under a second, falls to the ground. As he lays on the ground the horse looks down at him, Joe smiles back.

We now see him running fast, a rugby ball under an arm. We reveal that he's being chased down by huge dudes from the other team...

Cut to a college house party. We find him mud wrestling with a bikini-clad girl. He smiles at the girl as they wrestle - loving the experience.

We cut to a mini skate ramp in the middle of a suburban London street.

Kids are doing amazing tricks in front of a couple making out...another girl watches, chewing gum looking bored. She watches Joe who goes for it, hops on his board and starts skating towards the ramp -

We go into a fun, dynamic edit of the outcomes of those three scenes:

- At the rugby match... He tries to run around a wall of opponents. And though he runs with flash and style - still gets hammered to the ground. All of his opponents piling on, crushing him in the scrum.

- At the mud wrestling match... He gets thrown into the air in slow-mo by the bikini girl. All the partygoers scream... though he still has a huge smile on his face as he flies through the air.

- On the suburban street... he's on the skateboard. The girl chewing gum pops a huge bubble as she watches him on his board, about to reach the ramp... but he epically fails, falling off the board in an extraordinary way before even hitting the ramp.

- We then move to the aftermath of the rugby scrum. All the big guys walk away... revealing Joe laying at the bottom of the pile, completely covered in mud and sporting a fresh black eye. He brushes mud off his shoulder - still smiling ear to ear.

We cut to a slow mo of him being pushed in a wheelchair in the same hospital corridor. He puts an ice pack on his black eye.

Close on his foot in a cast.

He's smiling as he gives nods and hand signs to the hospital staff, it's almost like a 'hip hop video/the hero has returned' scene.

He winks at the cute nurse on the way.

Cut to him in the parking lot, in his wheelchair as his mates do dirt bike doughnuts and tricks around him.

He smiles as he tries to do similar tricks in his wheelchair... almost nails one - and then fails (of course) - falls out of his wheelchair.

**We find him dancing on crutches in front of a college trophy shelf...**

We're now in his bedroom, watching as he cuts his cast off with his little sister's pink scissors. He throws the cast at the bin from the other side of the room.... suspense as time is suspended.... and the cast actually makes it in the bin!!

His first win! He now sports a big smile - flashing victory signs to an imagined crowd.

But he turns around... revealing that no one is there to bear witness.

Is he suddenly on a winning streak?

The music cuts out.

Joe's now at an outdoor olympic pool.

Families are there, teenagers swimming... it's got a playful, holiday vibe.

Joe walks past the pool in slow mo. Heads turn to watch him go...

He climbs the ladder to the highest diving board in his Nike speedos.

We cut to an epic, aerial hero shot of him standing on the edge of this towering diving board... down below, teens and kids look at him. Hands in front of their eyes to cover the bright sun backlighting him.

The tension builds...

And then he jumps.

Executes a perfect first flip.

Still flipping mid-air... everyone is about to applaud.

...and on the last flip he fails spectacularly - smacking painfully flat on his back onto the water's surface.

**The music playfully kicks back in on the super... and the iconic Nike swoosh.**

**Here are a couple of ideas that I think could be great additions, but I didn't add to the script:**

A surfing scene - he surfs on the beautiful cliff-lined coast of the UK... but gets smashed by the waves - necessitating a helicopter rescue. But the failure doesn't get him down. Instead, he does a little dance while he's getting pulled back by the helicopter rescue rope.

He could do a dance in the hospital - in his cast.

He's at a fair, trying to test his strength on a strength-testing punching bag. He misses it completely.

He's trying to climb onto a mechanical bull, but trips before even getting onboard.

He runs to make a baseball catch in the outfield, he catches the ball but still hits the wall at full speed... dropping the ball on impact.

**\*Also, please also note that I've written this piece in a very 'edited form'. But I do think we should have a bit more lead in on each piece, so in the edit we can create a build up to each 'fail', or at least more breathing room around each moment.**

## **THANKS**

Like I said on the phone, I really like this script and I think there's a great film to made here. One that really stays in people's minds. Thanks again for thinking of me.

Let's talk soon.