

Client: Lo Bloo

Project: athletic cup video

Duration: app. 120s

Format: online video

Talent: VO1 – American drill sergeant
VO2 – Adrian
Virtual character – Bob, anatomy poster boy

Date: 190918

Video

Audio

FRAME ONE/STILL:

SUPER:

**How to stop ballbreakers
from breaking your balls**

VISUAL:
BOB WITH CLOSED EYES

ON PLAY:

MEDIUM SHOT
BOB OPENS HIS EYES AND
BEGINS TO SPEAK, HIS MOUTH
MOVING MONTY-PYTHON STYLE
BOB JOLTS UPWARD SLIGHTLY
WITHOUT TWITCHING A MUSCLE.

VO1:
Listen up, class!

Today we're going to talk
about **athletic cups** and why
some work...

BOB JOLTS UPWARD AGAIN, AND
HIS EYES AND MOUTH GO WIDE
AS HE CRUMPLES DOWN IN PAIN

while others don't.

AND DISAPPEARS OUT OF FRAME.

BOB'S ANATOMICAL ARM COMES UP FROM BOTTOM OF FRAME WITH INDEX FINGER POINTING. [Muffled] Let's start by debunking a couple of myths.

CLOSE-UP:
FLY COMING IN TO LAND ON ATHLETIC CUP, WHICH CRACKS AND DISINTEGRATES
Myth number one: athletic cups tend to break.

MEDIUM SHOT:
BOB TALKS TO CAMERA, THREE MODELS OF CUPS SUSPENDED ON A WALL/IN SPACE NEXT TO HIM. Codswallop! Most cups can literally take a tonne of abuse, because they are made from medieval armour, aka steel...
BOB DRAWS SWORD THAT HE SMASHES INTO CUP #1 [SFX: clang!]

SIDE VIEW OF BOB AS HE SHOOTS CUP #2 WITH A PISTOL, AND THE BULLET RICOCHETTES INTO HIS FOREHEAD
ballistic plastics...
[SFX: gun shot, ricocheting bullet]

BOB TURNS TO FACE THE CAMERA, SHOWING THE BULLET HOLE IN HIS FOREHEAD AND BLOWING THE SMOKE FROM THE GUN. [SFX: BOB blowing on smoke]

SIDE VIEW OF BOB AS HE LANDS NUMEROUS RAPID-FIRE BLOWS ON CUP #3
or other composites that are simply [SFX: rapid fire/punches]

BOB HOLDS UP FIST THAT HAS BEEN BROKEN INTO SPLINTERS FROM CONTACT WITH THE CUP. darned hard to break

FULL SHOT OF TWO ANATOMY POSTER BOYS DRESSED IN WHITE LAB COATS, N1 AND N2. N2 IS CLEARLY READY FOR WHAT WILL HAPPEN NEXT AS N1 CAREFULLY DIRECTS A KICK IN BETWEEN HIS LEGS. Myth number two: athletic cups are best tested through a straight kick to the nuts

MEDIUM SHOT OF BOB, NOW
WEARING A DRILL SERGEANT'S
HAT AND POINTING AT VIEWER.

Are you kidding me,
Private!? Ballbreakers don't
wait for you to be ready
before they go a ball-
breaking. **They hit you** when
you least expect it. They
hit you from behind. They
hit you when you're about to
hit them. They hit you when
you're in all kinds of
positions.

CLOSE-UP OF BOB AS HE
ADDRESSES CAMERA

They're not *lab assistants*.
They are **baaallbreakers!**

MEDIUM SHOT OF BOB.
HE JOLTS UPWARD SLIGHTLY
WITHOUT TWITCHING A MUSCLE.

So, why is it then that **some**
cups work...

FULL SHOT OF BOB. A FOOT AND
LEG IS COMING IN FROM THE
SIDE OF THE FRAME TO HIT BOB
BETWEEN HIS LEGS, BUT BOB
SHOOTS THE OWNER OF THE LEG.

while others...
[SFX: gunshot, thud]
don't?

Cup sliding on loop tab

This is because most cups
slide around on a loop

Cup shifting inside
jockstraps

or inside jockstraps

Cup shifting inside
compression pants

or compression pants.

CLOSE-UP OF BOB ADDRESSING
CAMERA, DRILL-SERGEANT STYLE

That makes them **loose**. And
do you want your balls to be
loose, Private!? No, you
don't.

SIDE VIEW CLOSE-UP OF MID
SECTION OF ANATOMICAL LEG
MINUS THE PATELLA AND
ASSOCIATED TENDONS AND
MUSCLES.

Your cup should work like a
bone that moves with your
body, and bones aren't
loose, are they!?

THE PATELLA APPEARS.

Bones attach directly

ZOOM OUT A BIT: THE PATELLAR TENDONS APPEAR to elastic tendons that attach

ZOOM OUT MORE: THE MUSCLES ATTACHED TO THE PATELLAR TENDON APPEAR. directly to elastic muscles that

THE ANATOMICAL LEG CONTRACTS AND LANDS A KICK RIGHT ON THE CAMERA, THE FRAME FILLING MOMENTARILY WITH THE DETAILED ANATOMY OF THE UPPER SIDE OF THE FOOT. move your elastic ass directly to where it needs to be.

MEDIUM SHOT OF BOB, ADDRESSING THE CAMERA. This is why you'll be using a cup that becomes part of **you**.

CLOSE-UP OF CUP SUSPENDED OVER GENITALS. TENDONS APPEAR ON THE CUP. A cup that attaches like a **bone**.

THE TORSO AND LEGS MOVE, AND THE TENDONS KEEP THE CUP CENTRED. A cup that moves like a **bone**.

MEDIUM SHOT OF BOB, ADDRESSING THE CAMERA. A cup that keeps you bone-harrrrrd where it matters.

BOB IS CUT OFF MID-SENTENCE AS WE MOVE TO THE NEXT SHOT I'm going to **teach** yo[u, and you will learn by the numbers!]

CUT TO SUPER SHOWING THE THREE LO BLOO CUP MODELS AT THE TOP AND A LARGER VISUAL OF AEROFIT WITH FITTING SYSTEM WORN ON SEMI-TRANSPARENT BODY. THE BODY MOVES, AND THE CUP IS KEPT IN PLACE BY THE ELASTIC BAND VO2 (calm, confident voice, [left channel only]): Just get yourself a Lo Bloo. Our patented fitting system ensures that the equipment follows your every move, providing bone-hard protection in any position. So that, no matter what is coming your way, you know that you'll be alright.

You can take it.

CUT TO HEAD-ON MEDIUM SHOT VO1:
OF BOB FACING THE CAMERA. HE Who said that!?
QUICKLY TURNS TOWARD THE
LEFT SIDE OF THE SCREEN,
LOOKING FOR WHOEVER
INTERRUPTED HIM.

CUT TO SUPERS:
[LOGO]
www.lobloo.com

YOU CAN TAKE IT