

Live easy.

DIRECTED BY
DANIEL GUERRA

"GET UP YOUR FIT"

THE FACILITY

DATE

January 2025

Hello!

As I write this treatment, I can't help but feel excited. I have a strong desire to shoot this film and immerse the viewers in an exhilarating gym experience. Being see your gym and fitness, I've personally experienced the transformative feeling of wellbeing. It's like entering a new sensation of freedom and fitness. I want others to have a similar experience, or at least come as close as possible through this film.



MOOD

January 2025

The Idea

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The main idea behind this commercial is to create a truly captivating sensory journey for viewers. By leveraging innovative storytelling techniques, we aim to transport the audience into a world where they can fully immerse themselves in the transformative power - in your gym. Through stunning visuals, immersive soundscapes, and engaging narratives, we will showcase the profound impact that your gym approach to well-being, mental health, ego balance, and boxing can have on one's mind, body, and spirit.

Daniel Guerra



INSPIRATION

[Watch this reference](#) [Click](#)

Although this example is not a gym commercial, I like how this film manages to capture the exclusivity and the ultimate experience. We want that too.

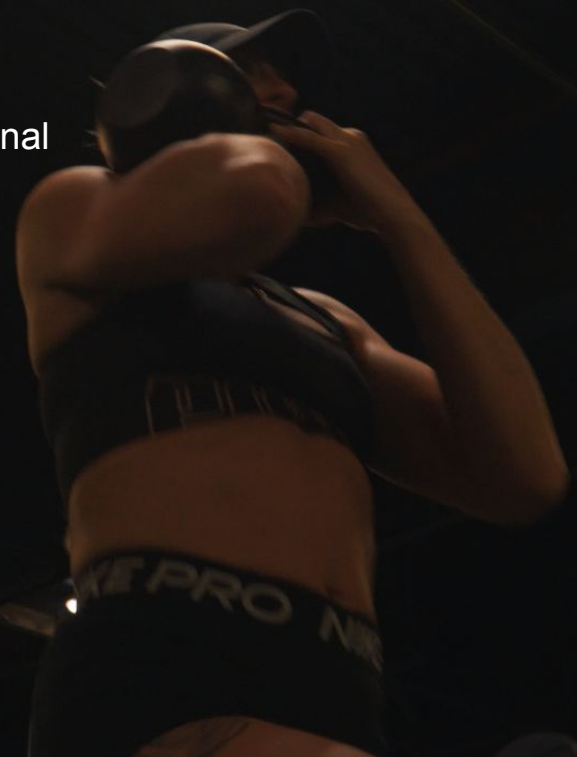
hard, live easy.

11:25

WE SPEAK TO THE

CORE AUDIENCE

In their early thirties, Anna and Tom, the commercial's protagonists, exude both strength and sensitivity. They are a dedicated individual, yet despite their drive, they frequently struggle with feelings of frustration, dread, and a persistent sense of not being good enough. The weight of both professional and personal challenges has left me psychologically and physically exhausted.

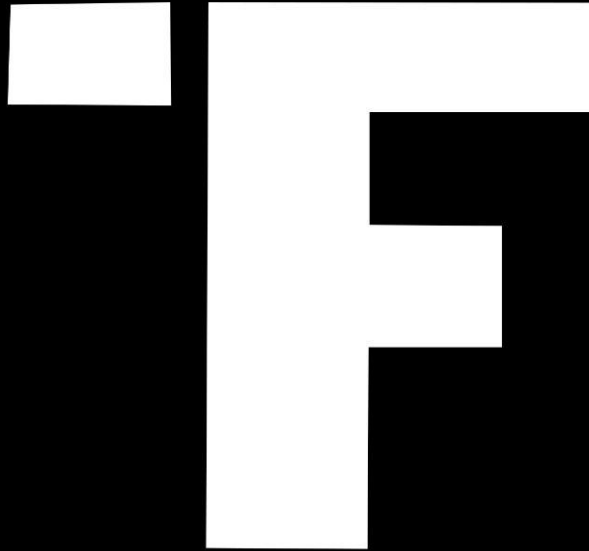


Anna and Tom discover more than just a place to work out at the facility gym; it's a community that supports their hardships and encourages them to push past their bounds. The gym becomes a place where they may explore her emotional and physical health with the help of others, rigorous exercise, and shared experiences. As they train, their inner worries fade away, replaced by resilience, strength, and confidence.

In your Gym is where everyone realize that true well-being is more than just physical exercise. It is about tackling what keeps you back, finding camaraderie along the way, and recognizing that you are enough.

THE STORY

Duration
30s - 1m



THE STORY

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Create a captivating commercial that immerses viewers in the transformative power of training at In your Gym. The video aims to highlight the raw intensity and mental focus of each workout, starting with synchronized deep breaths from multiple people, symbolizing the unity and preparation before action. As the video progresses, we fill the frame with the energy of intense training—the sweat, the exhaustion, the resilience, and the shouts of encouragement from trainers and fellow athletes.

Finally, the video culminates with a powerful exhale, showing multiple faces at peace, capturing the journey from struggle to strength, embodying The Facilities focus on well-being, mental health, and boxing.

LOOK & FEEL

October 2024

Daniel Guerra

The aesthetics:

Daniel Guerra

Our video will embody the words **#resilient**, **#dynamic**, and **#empowering**. The aesthetic will be minimalist yet energetic, with a moody atmosphere that reflects the raw intensity of the gym experience. While maintaining a sleek, modern look, we will use a combination of live-action and motion graphics to elevate the storytelling. Subtle VFX will amplify the energy of the training, capturing the powerful transformations that occur within in your Gym.

We will use dynamic transitions and motion graphics to highlight moments of tension, strength, and perseverance, giving the video a visual boost without overwhelming the narrative. The pacing will balance slow, introspective shots with bursts of intense action, symbolizing the highs and lows of personal growth.

January 2025

PRODUCTION DESIGN

A dark, atmospheric gym scene. In the foreground, a person is lying on a mat, possibly performing a core exercise. In the background, another person is standing on a piece of gym equipment, possibly a rowing machine or a similar cardio machine. The lighting is low and moody, with some highlights on the equipment and the people. The overall tone is serious and focused.

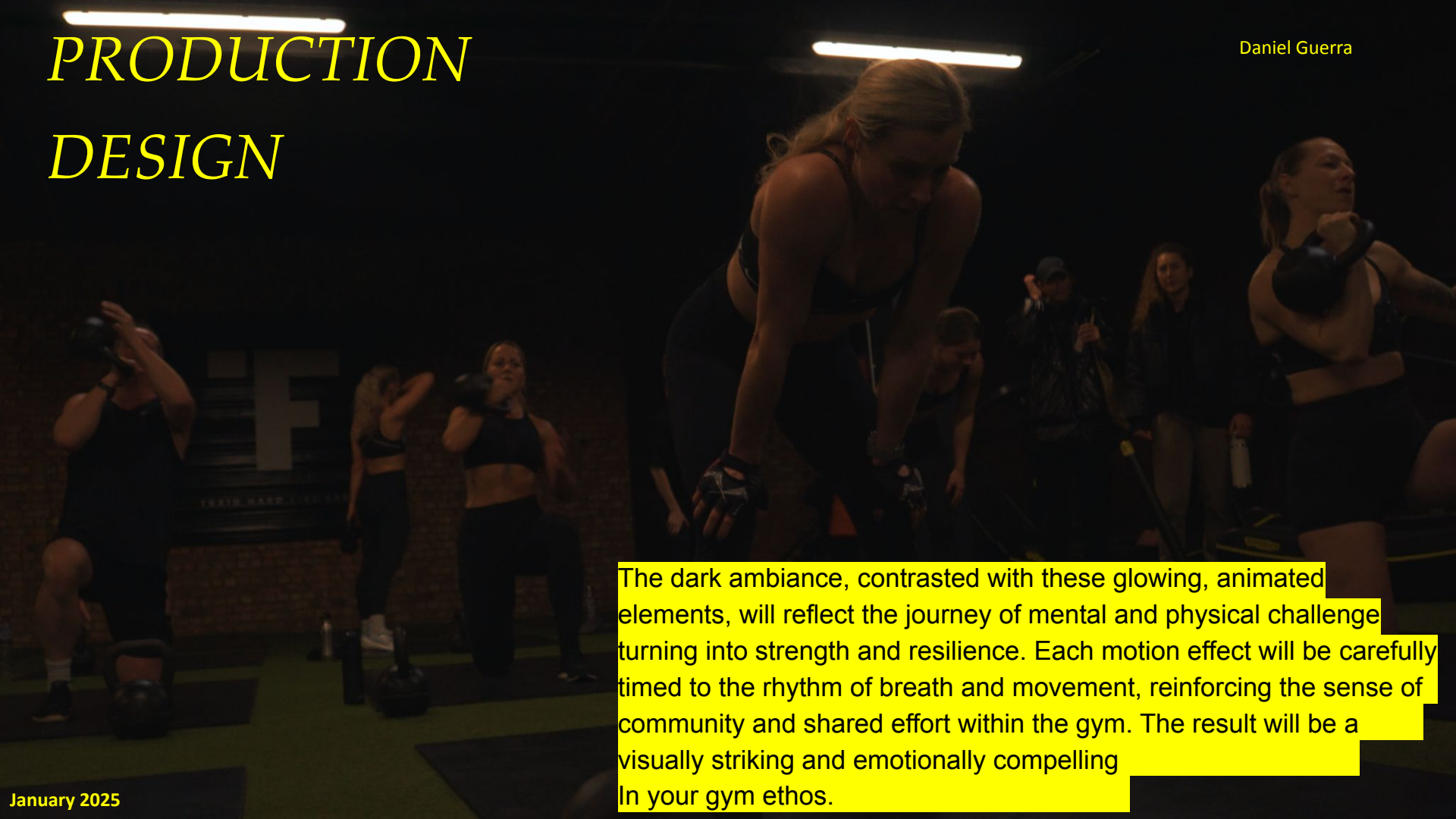
Daniel Guerra

As we transition into an abstract space, we'll create a setting that evokes the inner struggle and mental fortitude experienced during training. This space will have an ethereal, almost dreamlike quality, using motion graphics and VFX to represent the surge of energy and personal transformation happening within your gym.

The backdrop will be minimalistic and dark, creating an infinite space that symbolizes the limitless potential of the mind and body. Instead of natural elements, we'll integrate dynamic graphic elements—lines, pulses of light, and subtle motion trails—capturing the flow of energy, focus, and intensity that defines the workout experience. Warm, focused light will filter through, representing moments of breakthrough and clarity during training.

PRODUCTION DESIGN

Daniel Guerra



The dark ambiance, contrasted with these glowing, animated elements, will reflect the journey of mental and physical challenge turning into strength and resilience. Each motion effect will be carefully timed to the rhythm of breath and movement, reinforcing the sense of community and shared effort within the gym. The result will be a visually striking and emotionally compelling In your gym ethos.

live easy.

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THANK YOU