

Lose Weight & Ride Fast

Incentive video script

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Genre: Motivational documentary

Logline: Stepping onto the scale proves the health problem and so Tom decides to take control of his life by cycling the pounds away.

Act I:

Tom steps onto the scale and realizes a problem that must be dealt with.

Act II:

Tom decides to ride a bike to get back into shape. He uses his Garmin Enduro 2 watch to track his progress and complete physical challenges such as 400k cycling tours to win badges and gain confidence through his weight loss journey.

Act III:

Tom loses weight and gets into good shape through hard work and exercise.