

Mueller Sports Medicine Sample Script

Sample Script: The creative must deliver on an established ad campaign idea.

The Quench Moment:

YOU KNOW THAT MOMENT

When you're right at the edge of your limit.

So close to the finish line – to your personal best – you can
taste it.

It's in those moments you need the strength to reach a new peak,
to get to that next place you know you're ready for.

INTRODUCING THE NEW QUENCH

Packed with electrolytes and bursting with flavor, it acts fast
to quench your thirst and gives you the edge to reach your next
peak.

Now please keep in mind, the current Script does not follow best practices for optimization (i.e. brand is NOT mentioned with the logo within the first 3-5 seconds), so each filmmaker can review and make suggested script revisions for optimization. The brand is open to revisions as long as the key proof points and general tone are kept in tack, and the video still gets the same point across with the same general flavor and tone.