

"Better For It"
Peloton Script #2
CW: Nate Gendler
April 19th, 2021



Peloton Script #2 – "Better For It"

The premise . . . This ad will run on a split screen, one left, one right. It will show a timelapse of the same woman's day.

On the left, she will have no Peloton, she doesn't exercise and doesn't reap any of the rewards exercise can bring you.

On the right, she will start her day with the Peloton and reap all of the benefits of exercise that make us better for it, such as good mental health, etc.

MX: ["Chasing Cars" Instrumental](#) by Snow Patrol begins at 00:00

**NARR: "GETTING THE RIGHT START CAN MAKE A
WORLD OF DIFFERENCE . . ."**

**"STARTING OFF HEALTHY IS LIKE A
RIPPLE EFFECT . . ."**

**"A GOOD START LENDS TO A BETTER MIDDLE,
AND A BETTER PUSH TOWARDS THE FINISH."**

**"EXERCISE HAS THE POWER TO HELP US ALL, IN MORE
WAYS THAN ONE . . . AND IN THE END, WE'LL BE BETTER
FOR IT."**

**GFX/TAG: PELOTON LOGO
BETTER FOR IT**

MX: ["Chasing Cars" Instrumental](#) by Snow Patrol ends at 00:30

TITLE: "BETTER FOR IT"