

BPN BRAND FILM

9/4/2020

WAREHOUSE WORKERS operating the product shipping pipeline. NICK BARE enters frame, grabs a supplement container and walks it along the work line as we track backwards.

NICK BARE

Hi, I'm Nick, Founder and CEO of Bare Performance Nutrition. We make supplements to help you reach your goals. But unlike many other products in the industry, ours won't knock any homeruns off your record.

Nick hands the product to BPN SPEAKER #1 at her work station. Camera leaves Nick behind and stays with our new speaker as she seals the container.

BPN SPEAKER #1

In our industry, everyone claims that you can trust their products. People throw around the words "tested" and "certified," but what does that even mean? Well, I may not be a scientist, but I know our stuff can help you train harder and keep your hairline in the same spot.

Speaker #1 passes the product down the line and camera follows. The container is picked up by BPN SPEAKER #2. He takes it from the conveyor belt and walks it across the warehouse floor.

BPN SPEAKER #2

I know what you're thinking, "yo, not to be rude, but I'm not here to be healthy and balanced. I'm here to get big quick." Well, Chad, your friends over at BigGirthyArms.com would be happy to have you.

BPN Speaker #2 stops and puts the supplement container in a brown box, closes the top and tapes it up. He looks at the shipping label.

BPN SPEAKER #2 (CONT'D)

Hm, I've never been to Belgium.

2

INT. BIGGIRTHYARMS OFFICE - DAY

2

A large paper banner with a Big Girthy Arms logo fills the frame. A fist punches through the paper followed by the rest of the BIG GIRTHY ARMS CEO. The paper falls away revealing himself, a muscular HENCHMAN and the rest of the dilapidated, dingy hoarders nest filled with asbestos and black mold.

BIG GIRTHY ARMS CEO

Here at BigGirthyArms.com we don't believe in wasting time and money in a stupid laboratory. We believe in gains. Testing? Yea, we're tested. Donnie took a hit last week. Ain't that right, Donnie?

The Henchman flexes as hard as he can and the CEO points at his veiny arms.

In one corner a SWEATY WORKER smokes a cigarette and chaotically packs reused shipping boxes with pre-workout products. In the other cluttered corner is SUSAN, a downtrodden customer service rep, talking to an angry customer through her headset at her desk.

SUSAN

(to customer)

No, sir. We promise your heart won't explode. Yes sir, this is Big Girthy Arms dot com.

From behind Susan the Henchman rolls a wheeled whiteboard to the CEO's side. The Henchman flips the board and reveals the words "CERTIFIED" and "BIG."

BIG GIRTHY ARMS CEO

I guarantee that every hit of Big Juicy Pumps 1000 you pound before a workout will get you ten times the results of any of that "certified" crap. Don't believe me? Well here's one for you.

While the CEO speaks he X's out "certified" and underlines "big." The Henchman throws the marker, the CEO grabs the Henchman's shoulder and points to his muscular bare arms.

BIG GIRTHY ARMS CEO (CONT'D)

He didn't get big girthy arms like these from drinking pickle juice. Isn't that right, Susan?

SUSAN

Well the FDA still hasn't--

CEO

Shut up, Susan.

The CEO poses with two large Big Juicy Pumps 1000 containers.

3

INT. BPN OFFICES - DAY

3

Nick Bare works at his desk in his office. Nick stands up and walks to bring a folder to someone in the bustling common area.

NICK BARE

Here at BPN every product gets banned substance free certified. That means our pre-workout products won't spur an Olympic medal investigation.

Nick settles beside a BPN EMPLOYEE and hands off the folder. We hop over to the kitchen table as our BPN Speaker #1 walks across the lobby to the couch.

BPN SPEAKER #1

And the craziest part--our stuff works and tastes good. I'm talking stupid good.

Speaker #1 settles beside TIMMY drinking two BPN drinks at the same time. Speaker #1 pats Timmy on the back.

BPN SPEAKER #1 (CONT'D)

That's enough for today, Timmy.

We fall in with BPN Speaker #2 walking through the common area.

BPN SPEAKER #2

Other companies claim to test but make you eat the cost. Not us, here at BPN we absorb that cost because we believe in transparency and quality regardless of price. That's right, Chad. Welcome back.

BPN Speaker #1 enters a meeting room and closes the door.

4

INT. GYM - DAY

4

FRAT BRO #1 is spotting FRAT BRO #2 as he bench-presses next to a row of dumbbells.

FRAT BRO #1

At first BPN seemed pretty dope. Their lemonade flavor is straight money.

Frat Bro #2 grunts as he forces the barbell up.

FRAT BRO #2

(through gritted teeth)

Money.

Frat Bro #1 leans down to hype him up.

FRAT BRO #1
 (to Frat Bro #2)
 Let's go, bro! Get it!

Frat Bro #2 hits a rep and goes down for one more, arching his back. Frat Bro #1 plants his feet and readies himself to help spot.

FRAT BRO #1 (CONT'D)
 But the whole testing thing is
 kinda lame. Like, bro, I'm not here
 to be a nerd. I'm here to get huge.

Frat Bro #2 arches his back and pushes up the bar lopsided.

FRAT BRO #2
 (with heavy emphasis)
 Huge!

Frat Bro #1 gets down in his face.

FRAT BRO #1
 (to Frat Bro #2)
 Let's gooooo! Let's gooooo!

He barely hits his rep and they rack the barbell. Frat Bro #2 shoots up and they both start celebrating like they scored a game winning touchdown, screaming and chest bumping.

FRAT BRO #2
 Let's goooooo! Let's goooooo!

5

INT. KITCHEN - DAY

5

A bright, cheerful suburban kitchen. YOGA MOM #1 and YOGA MOM #2 are getting ready to leave for gym class.

Yoga Mom #1 manically stuffs an assortment of vegetables into a juicer as Yoga Mom #2 drinks her Strong Greens drink.

YOGA MOM #1
 (scoffing)
 Everyone knows green powders are
 overpriced vegetables.

She juices a few celery sticks. Celery juice squirts out the bottom. Yoga Mom #2 takes a sip of her Strong Greens drink.

YOGA MOM #2

Honestly, Karen, you should try this stuff. I had no idea veggies could taste this good.

Yoga Mom #1 stops juicing, rolls her eyes and pours her nasty green juice into a cup.

YOGA MOM #1

No offense, Sharon, but you sound like a con artist.

She takes a sip and gag-reflex projectile-spits her drink back into her cup.

Yoga Mom #2 casually takes a sip of her Strong Greens, nodding.

YOGA MOM #2

Huh.

6

INT. WAREHOUSE - DAY

6

Revisiting the shipping pipeline, our BPN Speaker #1 grabs a product off the shelf to place into a box.

BPN SPEAKER #1

Here at BPN our mission is to educate, inspire and improve the performance of the modern day athlete, adventurer and warrior. All while doing it the right way.

7

INT. BPN OFFICES - DAY

7

Back in the offices, our BPN Speaker #2 sits on the couch in a meeting with two other BPN EMPLOYEES.

BPN SPEAKER #2

As a brand, as a team and as each individual who represents BPN Supplements, we live by that as our responsibility to you.

8

EXT. BPN HQ - DAY

8

Outside BPN Headquarters Nick Bare is loosening up for a run.

NICK BARE

Because when you become part of the BPN family we want you to feel and perform at your highest level...well, and keep your voice at the same octave.

Nick starts his watch timer and takes off running. LOGO.