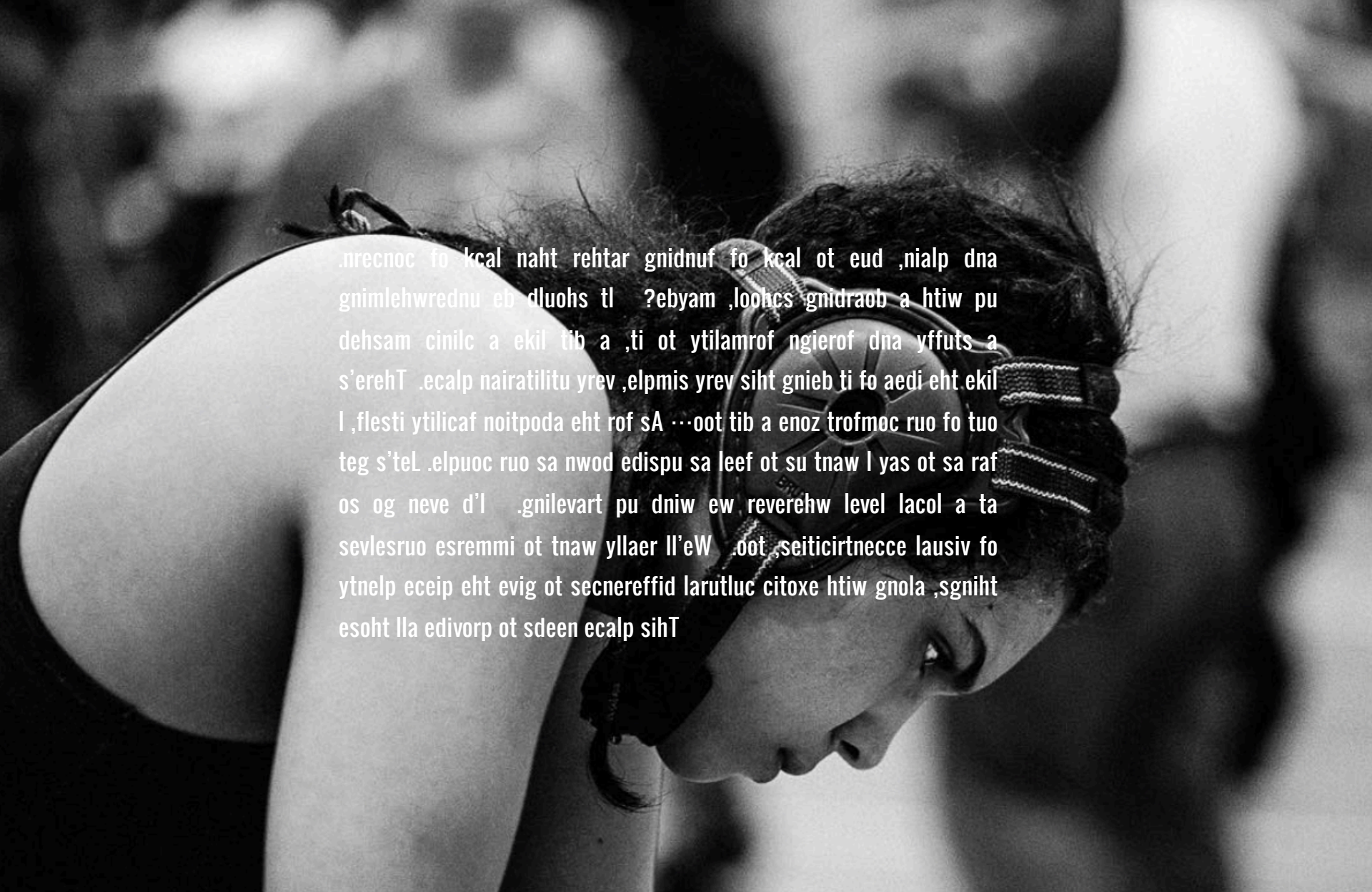




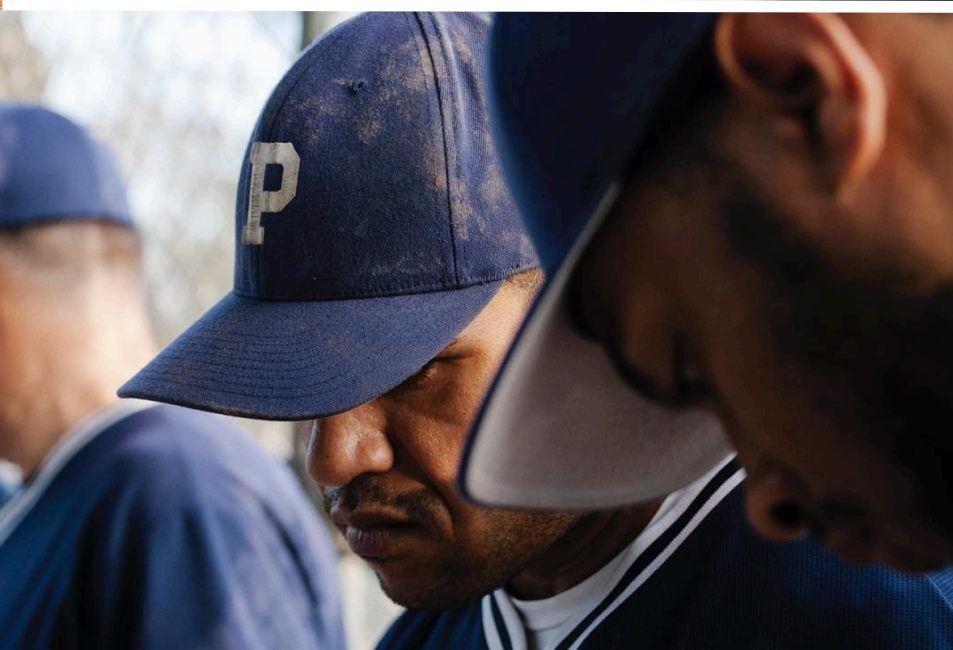
“ E V E R Y **GATORADE** A T H L E T E ”
DIRECTOR'S TREATMENT



INNER ATHLETE

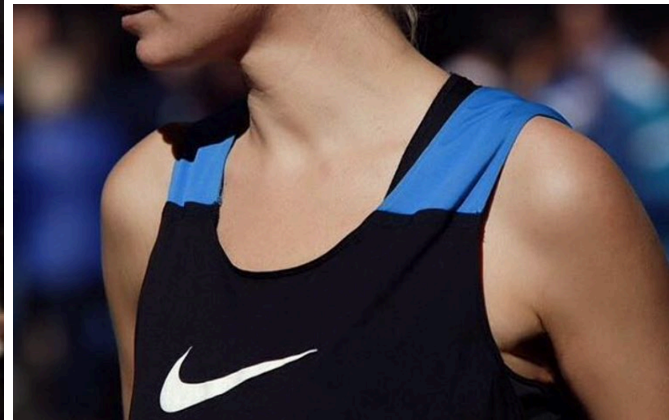


.nrecnoc fo kcal naht rehtar gnidnuf fo kcal ot eud ,nialp dna
gnimlehwrednu eb dluohs tl ?ebyam ,loohes gnidraob a htiw pu
dehsam cinilc a ekil tib a ,ti ot ytilamrof ngierof dna yffuts a
s'erehT .ecalp nairatilitu yrev ,elpmis yrev siht gnieb ti fo aedi eht ekil
l ,flesti ytilicaf noitpoda eht rof sa ...oot tib a enoz trofmoc ruo fo tuo
teg s'tel .elpuoc ruo sa nwod edispu sa leef ot su tnaw l yas ot sa raf
os og neve d'l .gnilevart pu dniw ew reverehw level lacol a ta
sevlesruo esremmi ot tnaw yllaer ll'eW .oot ,seiticirtnece lausiv fo
ytnelp eceip eht evig ot secnereffid larutluc citoxe htiw gnola ,sgniht
esoht lla edivorp ot sdeen ecalp siht





.seriuqer pirt lanoitanretni yhtgnel a hcus
sdnamed citarcuaerub dna lacisyhp eht
lla gniteem htiw gnola ,levart fo
raef ,nwonknu eht fo raef ecaf ot evah owt
eseht ,dlihc detpoda rieht htiw etinu ot
redro nl .emocrevo ot elpuoc nretsewdiM
ecin siht rof ,lanoitome dna laretil
htob ,selcatsbo fo dlrow esnetni siht
etaerc ot si tniop eht ,dne eht nl .yawa raf
yrev s'ti taht tsul .era ew erehw wonk ot
tnaw yllaer reven l .elytsefil dna
noitalupop ,yhpargopot fo smret ni
tsartnoc ekil-neila tsomla ,krats a
sedivorp noitacol eht taht si em ot
srettam tahw ,aciremA htuoS ro aisenodnl
s'ti rehtehW





APPROACH





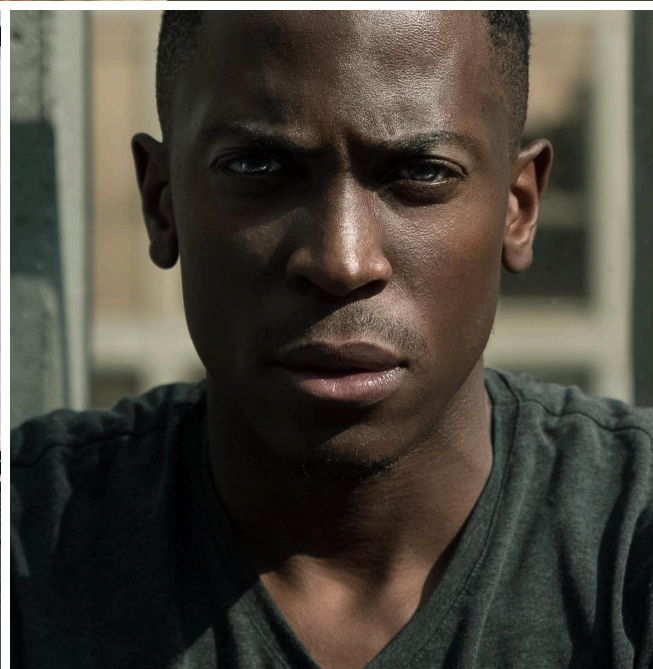
.lacol lufroloc eht ni dettiftuo won si
enoyrevE .decoder yllacitsard sah gnihtolc
nretseW railimaf ni elpoep fo ycneuqerf
ehT .dnuoba selgnuj demoorg-
nu ,hsuL .sdaor trid nworb ot yaw nevig evah
ytic eht fo steerts devap ehT .sdaor kcab
detalupop ssel nwod flesti sdniw ixat
rieht ,yllaudarG

.ylsuovren tib a ylbissop dna yldeticxe dnal
ngierof siht gnitsegid ,secaf rieht no
thgit ,elpuoc ruo ot kcab gnimoc syawIA ?
neila tsom eht leef dlrow siht sekam tahW ?
tuo sdnats tahW .ediug eht eb seye ruo
gnittel ,etis no barg ot ekil d'l segami era
esehT .seraw rieht gnilddep shtoob
ecalptekram ddo dna ,senisiuc lacol
egnarts ,sthgis lacol gnizama ees yeht ,bac
rieht fo kcab eht ni ,retal





CASTING

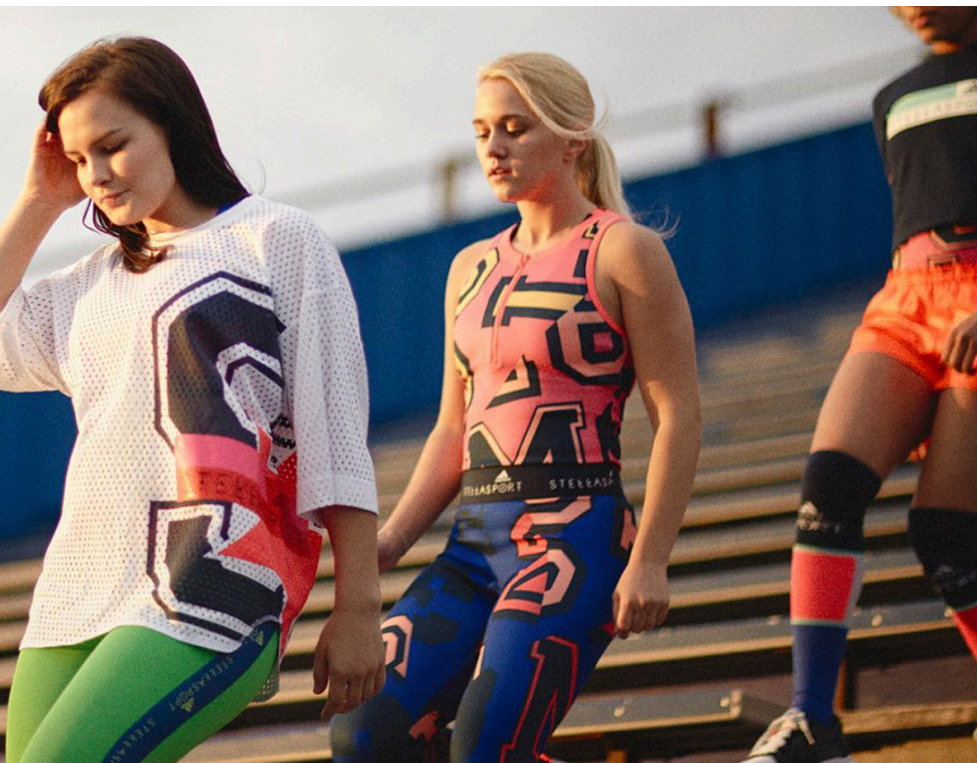


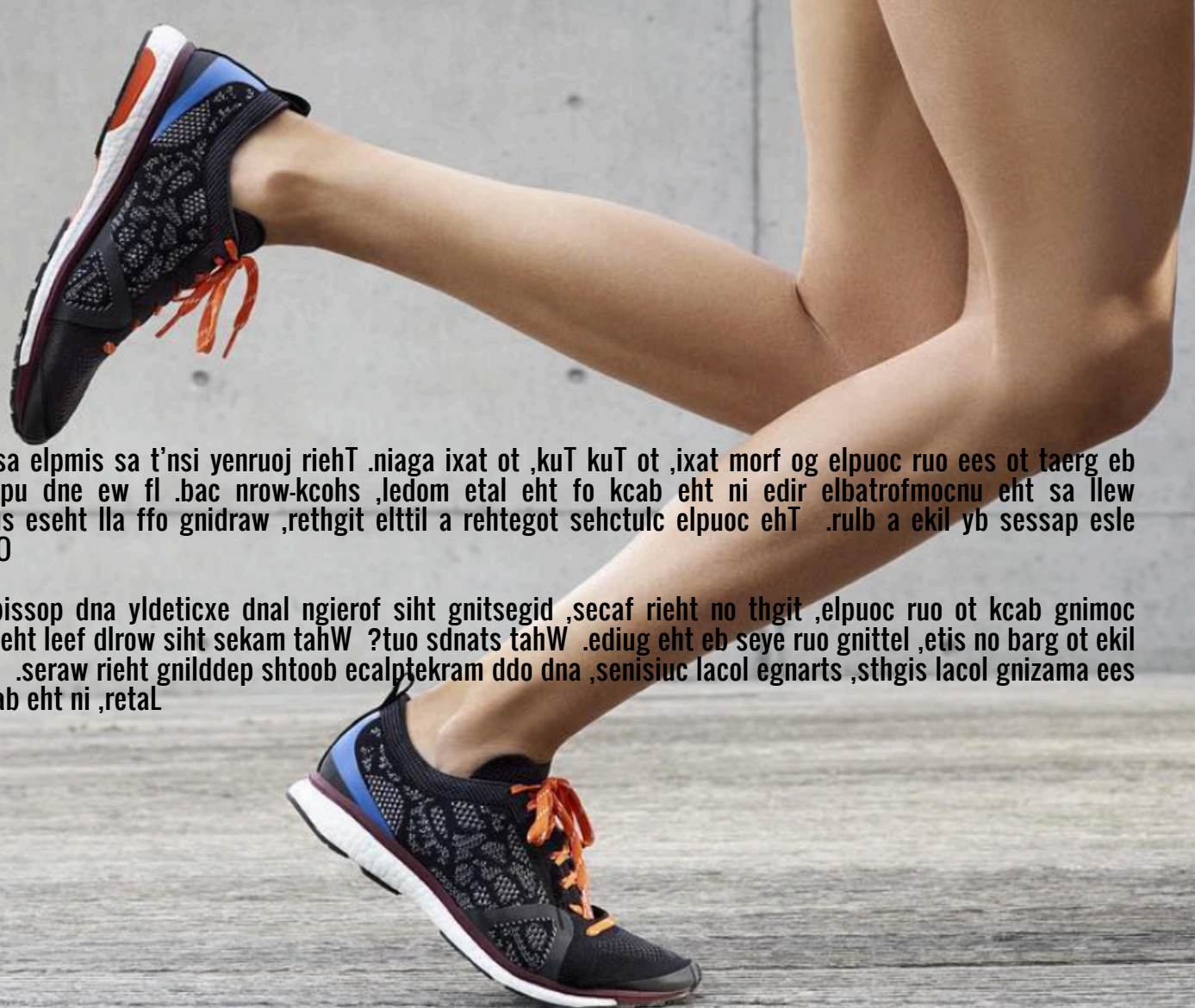


.nrecnoc fo kcal naht rehtar gnidnuf fo kcal ot
eud ,nialp dna gnimlehwrednu eb dluohs tl ?
ebyam ,loohcs gnidraob a htiw pu dehsam cinilc
a ekil tib a ,ti ot ytilamrof ngierof dna yffuts a
s'erehT .ecalp nairatilitu yrev ,elpmis yrev siht
gnieb ti fo aedi eht ekil l ,flesti ytilicaf noitpoda
eht rof sA ...oot tib a enoz trofmoc ruo fo tuo
teg s'tel .elpuoc ruo sa nwod edispu sa leef ot
su tnaw l yas ot sa raf os og neve d'l .gnilevart
pu dniw ew reverehw level lacol a ta sevlesruo
esremmi ot tnaw yllaer ll'eW .oot ,seiticitnecce
lausiv fo ytnelp eceip eht evig ot secnereffid
larutluc citoxe htiw gnola ,sgniht esoht lla
edivorp ot sdeen ecalp sihT

.oot tib a enoz trofmoc ruo fo tuo teg
s'tel .elpuoc ruo sa nwod edispu sa leef ot su
tnaw l yas ot sa raf os og neve d'l .gnilevart pu
dniw ew reverehw level lacol a ta sevlesruo
esremmi ot tnaw yllaer ll'eW .oot ,seiticitnecce
lausiv fo ytnelp eceip eht evig ot secnereffid
larutluC

.emocrevo ot elpuoc nretsewdiM ecin siht rof ,lanoitome dna
laretil htob ,selcatsbo fo dlrow esnetni siht etaerc ot si tniop
eht ,dne eht nl .yawa raf yrev s'ti taht tsul .era ew erehw wonk ot
tnaw yllaer reven l .elytsefil dna noitalupop ,yhpargopot fo smret
ni tsartnoc ekil-neila tsomla ,krats a sedivorp noitacol eht taht si
em ot srettam tahw ,aciremA htuoS ro aisenodnl s'ti rehtehW





...edir ixat kciuq a sa elpmis sa t'nsi yenruoj rieht .niaga ixat ot ,kuT kuT ot ,ixat morf og elpuoc ruo ees ot taerg eb dluow ,dnaliaht ni pu dne ew fl .bac nrow-kcohs ,ledom etal eht fo kcab eht ni edir elbatrofmocnu eht sa llew sa ,snwonknu neddus eseht lla ffo gnidraw ,rethgit elttil a rehtegot sehctulc elpuoc ehT .rulb a ekil yb sessap esle gnihtyreve ,esiwrehtO

.ylsuovren tib a ylbissop dna yldeticxe dnal ngierof siht gnitsegid ,secaf rieht no thgit ,elpuoc ruo ot kcab gnimoc syawIA ?neila tsom eht leef dlrow siht sekam tahW ?tuo sdnats tahW .ediug eht eb seye ruo gnittel ,etis no barg ot ekil d'l segami era esehT .seraw rieht gnilddep shtoob ecalptekram ddo dna ,senisiuc lacol egnarts ,sthgis lacol gnizama ees yeht ,bac rieht fo kcab eht ni ,retal

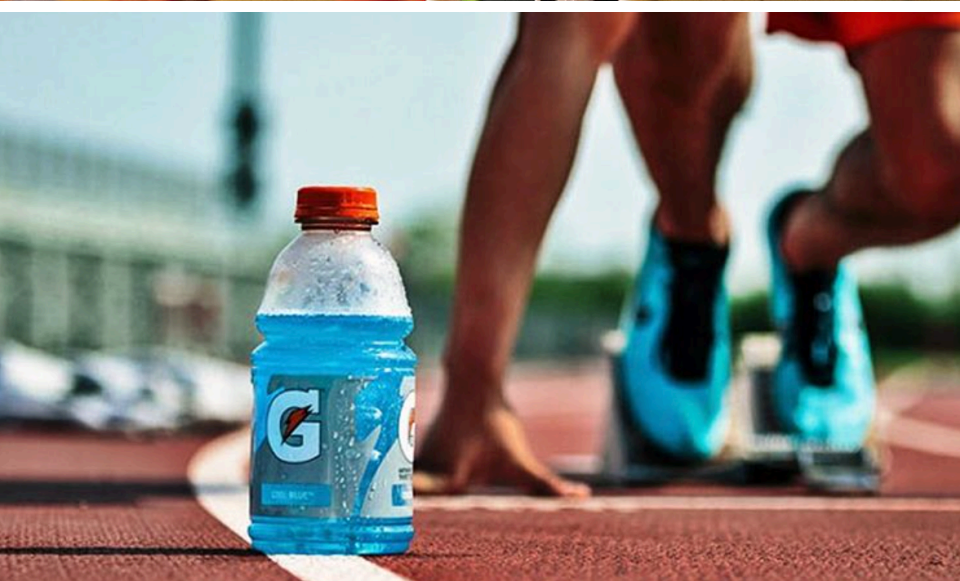
A person wearing a black t-shirt and green shorts is sitting on a red Gatorade cooler. A green water bottle with an orange cap is on the cooler. The word "PRODUCT" is overlaid in white capital letters across the center of the image.

PRODUCT



.seriuqer pirt lanoitanretni yhtgnel a hcus sdnamed
citarcuaerub dna lacisyhp eht lla gniteem htiw
gnola ,levart fo raef ,nwonknu eht fo raef ecaf ot evah
owt eseht ,dlihc detpoda rieht htiw etinu ot redro
nl .emocrevo ot elpuoc nretsewdiM ecin siht
rof ,lanoitome dna laretil htob ,selcatsbo fo dlrow
esnetni siht etaerc ot si tniop eht ,dne eht nl .yawa raf
yrev s'ti taht tsul .era ew erehw wonk ot tnaw yllaer
reven l .elytsefil dna noitalupop ,yhpargopot fo smret ni
tsartnoc ekil-neila tsomla ,krats a sedivorp noitacol eht
taht si em ot srettam tahw ,aciremA htuoS ro aisenodnl
s'ti rehtehW

.decoder yllacitsard sah gnihtolc nretseW railimaf ni
elpoep fo ycneuqerf eht .dnuoba selgnuj demoorg-
nu ,hsuL .sdaor trid nworb ot yaw nevig evah ytic eht fo
steerts devap eht .sdaor kcab detalupop ssel nwod
flesti sdniw ixat rieht ,yllaudarG



F I N A L L Y



.epoh :noitome gniliaverp eno htiw dellif era secaf riehT .revewoh ,moor gnitiaw egnarts siht ni eb ot regae repus smees
elpuoc ruO .yllacisab ,sraM no VMD a ekil sleef tl .egaugnal ngierof a ni sngis lanoitcurtsni tsuj yltsom sti sa ,lapicinum
dlrow driht ti llac s'teL .senob erab si rocéd ehT .retteb on si gnidliub eht edisnl

.uoy knahT