

Frame 1:

Description: Showing Sedona Prince in her element, playing basketball (note: each image will showcase her wearing Nike branded athletic clothing/gear)

Sedona (voiceover): Basketball makes me feel alive.

Music: uplifting/inspirational instrumental music



Frame 2:

Description: show Sedona playing basketball in her Nike practice clothing

Sedona (voiceover): I love this game and am grateful for everything it has given me. When I step out on that court, it's my time to shine.

Music: uplifting/inspirational instrumental music



Frame 3:

Description: show Sedona going to jump and dunk a basketball in her Nike sneakers

Sedona (voiceover): This sport pushes me to strive for greatness and reach new heights.

Music: uplifting/inspirational instrumental music



Frame 4:

Description: freeze frame of Sedona mid-jump

Sedona (voiceover): But how can I jump to new heights if there's a glass ceiling in the way?

Music: silence



Frame 5:

Description: begin to play Sedona's viral tiktok about her experience at the NCAA March Madness tournament and the discrepancy in team treatment between the men's and women's teams.

Tiktok narration: I got something to show y'all. So for the NCAA March Madness, the biggest tournament in college basketball for women--



Frame 6

Description: show a video of the women's basketball team's weight room, which consisted of a single rack of light dumbbells

Tiktok audio continued: this is our weight room

Music: shift in tone to a more dramatic instrumental



Frame 7

Description: switch to a video of the men's team's weight room, which is full of equipment.

**Tiktok audio continued:
Lemme show y'all the mens
weight room**

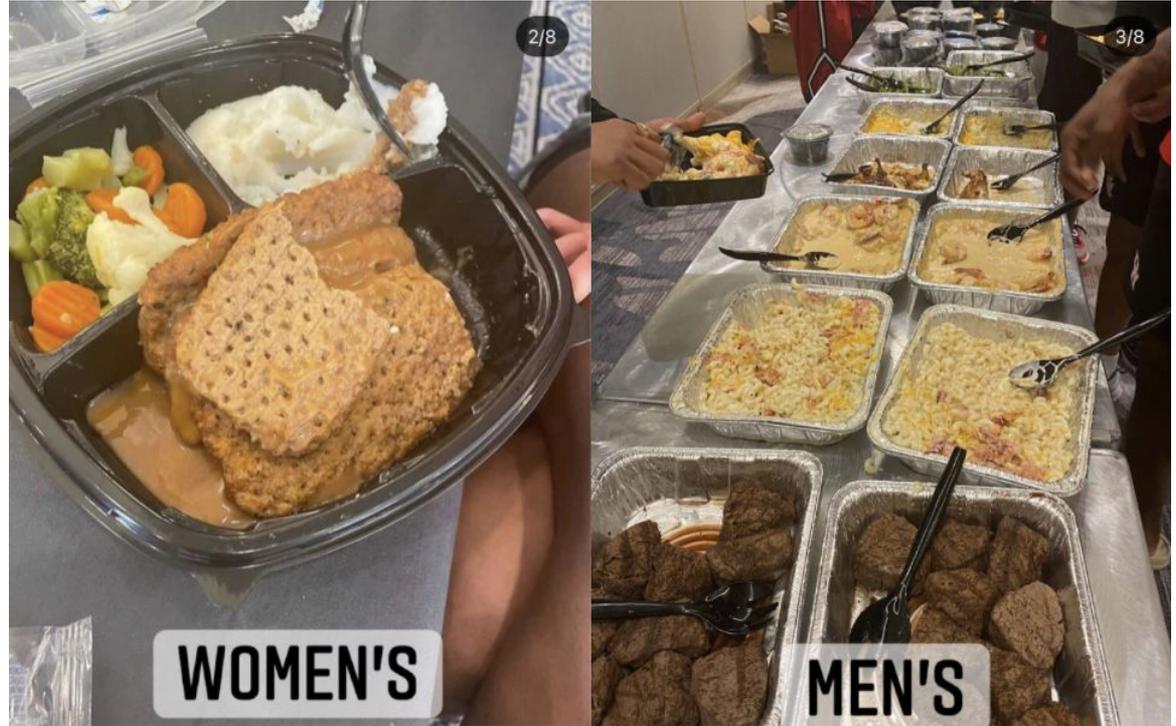
Music: a more dramatic
instrumental



Frame 8:

Description: Switch to side-by-side image of the women's meals compared to the men's meals

Music: a more dramatic instrumental



Frame 10:

Description: Montage of comments flooding the screen, with each one fading in and fading out after a couple of seconds (to simulate the quick and overwhelming response- as if in real time). These comments show:

1) how this is a conversation that needs to be discussed and has been an ongoing issue and 2) how this issue is way larger than the NCAA and is about gender inequality in sports (especially ending with comments from professional women athletes such as Melissa Ortiz and Mistie Bass)

Music: musical build in the dramatic instrumental



nymblecyn you KNOW there was a meeting where they said "a weight room is expensive and the women won't even use them" 🙄🙄 3-19 1429

eleanorrb And it's like this across every women's sport too in the NCAA lol 3-19 104

schwendi I'm a manager for one of the women's teams in the tournament and it's absolutely ridiculous how the women are treated so much differently than the men 3-19 3569

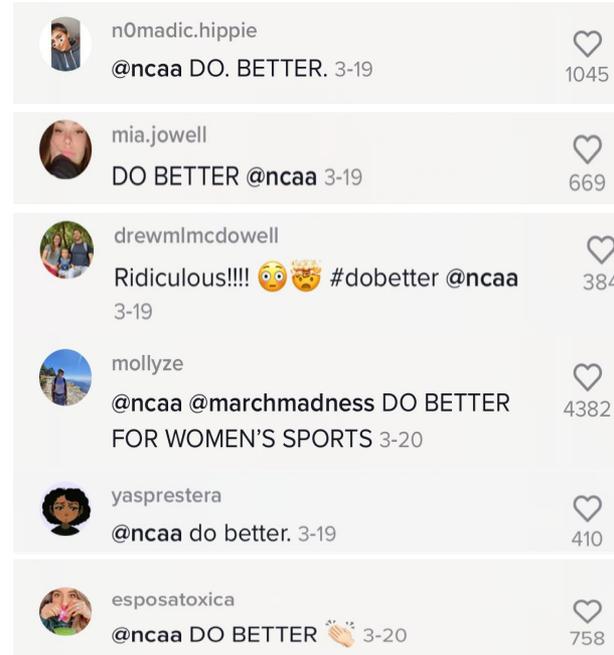
melissaortiz5 This is absolutely ridiculous and TOO common in women's sports.

mistiebass8 And ppl wonder why girls are dropping out of sport at such an alarming rate!!! The disrespect and inequality is so blatant!!!! Why commit to a sport that clearly shows you that you aren't worthy or important!!! 🙄

Frame 11:

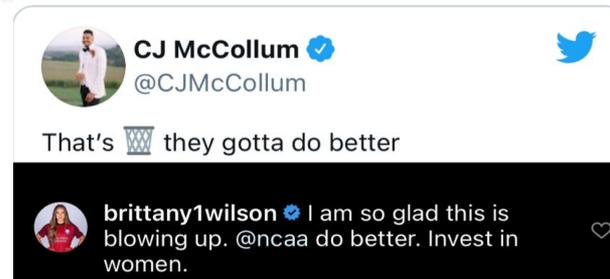
Description: the montage then shifts to all of the comments that say “do better” (we will take the NCAA out of these comments, as not to target/specifically call out the NCAA, but to move from the this particular incident to the overarching problem). The comments will be faded in and out, getting faster and faster until the climax of the music at the end. The final comments will be from professional athletes.

Music: musical climax by the end of this frame



A screenshot of a list of tweets from Twitter. The tweets are arranged vertically and feature profile pictures, usernames, text, dates, and heart icons with counts.

- n0madic.hippie** (@ncaa) DO. BETTER. 3-19 1045
- mia.jowell** DO BETTER @ncaa 3-19 669
- drewmlmcdowell** Ridiculous!!!! 🤔🤔 #dobetter @ncaa 3-19 384
- mollyze** @ncaa @marchmadness DO BETTER FOR WOMEN'S SPORTS 3-20 4382
- yaspretera** @ncaa do better. 3-19 410
- esposatoxica** @ncaa DO BETTER 🙌 3-20 758



A screenshot of a tweet by CJ McCollum. The tweet includes a profile picture, a verified name, a Twitter bird icon, and the text of the tweet.

CJ McCollum ✓ @CJMcCollum
That's 🏠 they gotta do better

brittany1wilson ✓ I am so glad this is blowing up. @ncaa do better. Invest in women. ❤️

Frame 12:

Description: Sets up the conversation for Nike to then re-enter the picture and take a stance of gender equality in sports.

Music: one sustained note

When it comes to gender equality in sports, it shouldn't have to be said,

Frame 13:

Description: Have Nike more directly position its voice in support of Sedona Prince and other female athletes who are trying to increase awareness of gender discrepancies in sports.

Music: one sustained note

**But Nike is here to remind you
that the answer is simple:**

Frame 14:

Description: cut to the Nike logo, with the word “better” at first replacing “it” to help bridge the connection back to Nike. Sedona is added to the logo as well. Goal: Re-purposing the catchphrase “Just Do It” to take on a social justice resonance!

Sedona (voiceover): Just do better.

Music: no music



Frame 15:

Description: the logo then returns to the normal catchphrase, yet the “it” is now contextualized based on the word “better” from the previous frame. (it=better=social justice/gender discrepancies)

Sedona (voiceover):
Just do it.

Music: no music

