

# Idea:

Bikes are a huge part the story of many lives. From a child's first bike that let them explore freely to an adult racing on the weekends, these stories are common.

Right now, with the pandemic, cycling is a reason to leave the house and get exercise to stay sane and healthy.

This ad campaign communicates the role a bike can play in ones life and how it can help right now during covid.

# The Ad:

- Ad for Specialized (bike company).
- Video of first person cycling through Toronto. Highlighting spots to go along with the voiceovers story.
- Text on screen when needed.
- Specialized branded bike clearly on screen at the beginning and end.



**EXAMPLES OF WHAT THE FOOTAGE WILL LOOK LIKE**

# Voiceover:

My first bike unlocked my city for me. I was able to explore and roam freely. As I got older my bike taught me about the place I live and how to get around it.

It's been my transportation for my whole life and I wouldn't have it any other way.

With the pandemic, it's become a reason to get outside. It helps me stay sane.

We're all struggling with many things right now, I don't let the road be one of them.

(not final)