

NIKE- DREAM LAZY

INT. CRAPPY APARTMENT - MORNING

Schlubby Guy in his late 30's is asleep as his alarm goes off.

DUSTIN O'HALLORAN'S "We Move Lightly" begins to play softly.

V.O.

If people say your dreams are lazy.

Guy rolls over and looks at his phone. The alarm label says "early morning meeting!"

V.O. (CONT'D)

If they laugh at what you think you won't do, good, stay that way.

Guy hits snooze and goes back to sleep.

V.O. (CONT'D)

Because what non-believers fail to understand, is to call a dream "lazy" is not an insult, it's a compliment.

Guy driving slowly in his car while walking his dog with the leash outside the window.

INT. OFFICE

Guy is at his desk with empty fast food bags everywhere.

V.O.

Don't try to be the fattest employee in your company, or the fattest in the world...

Guy opens the break room fridge while holding a frozen lean cuisine. He sees various prepped lunches with his coworker's names on them.

V.O. (CONT'D)

Be the fattest ever.

He's hiding in the stairwell eating all the lunches.

EXT. SOFTBALL FIELD

Guy throws a pitch to his boss.

V.O.
Don't picture yourself striking out
your boss...

Boss crushes a home run.

V.O. (CONT'D)
Picture him striking out you.

The boss, now pitching, strikes out the guy who doesn't swing because he doesn't have a bat. He then lays down in the dirt as a man, who is wearing a shirt labeled "intern", drags him back to the dugout.

INT. RESTAURANT

Guy waiting alone at a table for two.

V.O.
Don't settle for homecoming queen or
field hockey player.

Guy looks at Tinder on his phone, but never swipes.

V.O. (CONT'D)
Do you.

An army of waiters come with several plates of food. They remove the other chair. The guy smiles as he starts eating alone.

INT. HOME

V.O.
Become a sumo wrestler...

The guy is now in a food coma. The dog needs to go outside as the car keys dangle from his mouth. He stares at the guy waiting for him to move.

V.O. (CONT'D)
But don't wrestle.

The dog pulls him by the shirt as he slowly slides off the couch.

EXT. STREET - MORNING

Guy slowly driving with the leash outside the window.

V.O.
Don't believe you have to be like
anybody...

NEIGHBOR
Good morning, Dale!

V.O. (CONT'D)
To be nobody.

Guy rolls up his window.

EXT. PARK - DAY

Guy is now talking straight to the camera. Kids are playing
with the dog.

GUY
Believe in something, even if it means
sacrificing nothing.

The guy walks and sits on one of the swings.

GUY (CONT'D)
So don't ask if your dreams are
lazy...

Guy yells at one of the kids to come over.

GUY (CONT'D)
Ask if they're lazy enough.

The kid starts pushing the guy in the swing.

GUY (CONT'D)
Higher!

GRAPHIC- "IT'S ONLY LAZY IF YOU DON'T IT"

GRAPHIC FADES IN- "SO DON'T."

GRAPHIC- NIKE LOGO FADES IN

END