**MJM Wheels Video Ideas**

**Script 1 // Classic Style Ad:**

Opening shot of a person riding an electric bike through a city street, smiling, and enjoying the ride.

Voiceover: "Tired of sitting in traffic and paying high gas prices? Switch to an electric bike from MJM Wheels!"

Cut to shot of the e-bike store exterior.

Voiceover: "At MJM Wheels, we have a wide selection of electric bikes to suit all your needs."

Cut to shots of different electric bikes on display in the store.

Voiceover: "From sleek city bikes to rugged off-road models, we've got you covered. And with our affordable prices, you'll save money in the long run."

Cut to shot of a person test riding an e-bike.

Voiceover: "Plus, our knowledgeable staff can help you find the perfect electric bike to fit your lifestyle. So come visit us today and experience the freedom and convenience of an electric bike from MJM Wheels."

Closing shot of the person riding the e-bike through the city, smiling and waving.

Voiceover: "MJM Wheels. Ride into the future."

Closing shot of the e-bike store logo and contact information.

**Script 2 // Funny Ad:**

Opening shot of a person riding an electric bike through a park, struggling to keep balance and falls on the ground, with comical sound effects.

Voiceover: "Are you tired of feeling like a kid again on your regular bike? Upgrade to an electric bike from MJM Wheels and rediscover your balance."

Cut to shot of the e-bike store exterior.

Voiceover: "At MJM Wheels, we have a wide selection of electric bikes to suit all your needs, and your sense of humor."

Cut to shots of different electric bikes on display in the store, with comical and punny captions such as "E-Z Rider", "Volt-tastic" and "Current-ly the best"

Voiceover: "From sleek city bikes to rugged off-road models, we've got you covered. And with our affordable prices, you'll save money in the long run, and your dignity."

Cut to shot of a person test riding an e-bike, with comical sound effects of them laughing and having fun.

Voiceover: "Plus, our knowledgeable staff can help you find the perfect electric bike to fit your personality. So come visit us today and experience the freedom, convenience and laughter of an electric bike from MJM Wheels."

Closing shot of the person riding the e-bike through the park, smiling and waving, with a comical sound effect of a horn honking.

Voiceover: "MJM Wheels. Where riding is always a laughing matter."

Closing shot of the e-bike store logo and contact information, with a comical tagline "Electrify your life, one bike at a time."

**Script 3 // Cheesy Superhero Ad:**

Opening shot of a person riding an electric bike through the streets, dressed in a superhero costume, with comical sound effects.

Voiceover: "Are you tired of feeling like a mere mortal on your regular bike? Upgrade to an electric bike from MJM Wheels and become a superhero!"

Cut to shot of the e-bike store exterior.

Voiceover: "At MJM Wheels, we have a wide selection of electric bikes to suit all your superhero needs."

Cut to shots of different electric bikes on display in the store, each one with a different superhero theme such as "The Flash" "Captain America" and "Wonder Woman.”

Voiceover: "From sleek city bikes to rugged off-road models, we've got you covered. And with our affordable prices, you'll save money in the long run and still be able to afford your superhero costume."

Cut to shot of a person test riding an e-bike, with comical sound effects of them using their "superpowers.”

Voiceover: "Plus, our knowledgeable staff can help you find the perfect electric bike to fit your alter-ego. So come visit us today and experience the freedom, convenience, and awesomeness of an electric bike from MJM Wheels."

Closing shot of the person riding the e-bike through the city, smiling and waving, with comical sound effects of the crowd cheering.

Voiceover: "MJM Wheels. Where every ride is a superhero adventure."

Closing shot of the e-bike store logo and contact information, with a comical tagline "Ride like a hero, not like a zero."

**Script 4 // Canadian E-Bike Company Ad:**

Opening shot of a person riding an electric bike through a picturesque Canadian landscape, with the sound of birds chirping in the background.

Voiceover: "Experience the beauty of Canada like never before with an electric bike from MJM Wheels, your premier destination for e-bikes in Canada."

Cut to shot of the e-bike shop exterior.

Voiceover: "At MJM Wheels, we offer a wide range of electric bikes to suit all your needs, whether you're commuting to work or exploring the great outdoors."

Cut to shots of different electric bikes on display in the store, highlighting the variety of styles and models available.

Voiceover: "Our e-bikes are designed with the latest technology and built to last, so you can enjoy a smooth and efficient ride every time. Plus, with our affordable prices, you'll save money in the long run."

Cut to shot of a person test riding an e-bike, with the sound of the electric motor in the background.

Voiceover: "Our knowledgeable staff will help you find the perfect electric bike to fit your needs and budget. So come visit us today at MJM Wheels and experience the freedom and convenience of an e-bike in Canada."

Closing shot of the person riding the e-bike through the beautiful Canadian landscape, with the sound of the wind in the background.

Voiceover: "MJM Wheels. Ride into the great Canadian outdoors."

Closing shot of the e-bike shop logo and contact information.

**Script 5 // Environmentally Friendly Ad:**

Opening shot of a person riding an electric bike through a city street, with the sound of traffic in the background.

Voiceover: "Are you looking for a way to reduce your carbon footprint and make a positive impact on the environment? Look no further than MJM Wheels, your source for environmentally friendly e-bikes."

Cut to shot of the e-bike company logo.

Voiceover: "At MJM Wheels, we believe in the power of e-bikes to help create a cleaner and greener future for everyone. Our e-bikes are powered by electricity, not fossil fuels, making them a sustainable mode of transportation."

Cut to shots of different electric bikes on display in the store, highlighting their eco-friendly features such as energy-efficient motors and long-lasting battery life.

Voiceover: "Plus, our e-bikes are designed to be lightweight, making them easy to ride and reducing their impact on the environment. And with our affordable prices, you can make a difference without breaking the bank."

Cut to shot of a person test riding an e-bike, with the sound of the electric motor in the background.

Voiceover: "Join the e-bike revolution today and make a difference with MJM Wheels. Our knowledgeable staff will help you find the perfect e-bike to fit your needs and budget."

Closing shot of the person riding the e-bike through the city, with the sound of the wind in the background.

Voiceover: "MJM Wheels. Riding towards a sustainable future."

Closing shot of the e-bike company logo and contact information, with a tagline "Green transportation for a greener world."

**Script 6 // Healthy Living Ad:**

Opening shot of a person riding an electric bike through a park, with the sound of birds chirping in the background.

Voiceover: "Want to improve your health and well-being while getting around? Look no further than MJM Wheels, your source for top-of-the-line e-bikes."

Cut to shot of the e-bike company logo.

Voiceover: "At MJM Wheels, we understand the many benefits of cycling for your health, and our e-bikes make it easier than ever to get moving. With our electric assist, you can ride further and faster, making it easy to incorporate cycling into your daily routine."

Cut to shots of different electric bikes on display in the store, highlighting their features such as comfortable seats, adjustable handlebars, and easy-to-use controls.

Voiceover: "Riding an e-bike is a great way to improve cardiovascular health, strengthen muscles and reduce stress. Plus, cycling is a low-impact exercise that is easy on the joints. Whether you're a beginner or a seasoned cyclist, our e-bikes are the perfect way to stay active and healthy."

Cut to shot of a person test riding an e-bike, with the sound of the electric motor in the background.

Voiceover: "Visit us today at MJM Wheels and discover the health benefits of e-bikes for yourself. Our knowledgeable staff will help you find the perfect e-bike to fit your needs and budget."

Closing shot of the person riding the e-bike through the park, with the sound of the wind in the background.

Voiceover: "MJM Wheels. Ride to your health."

Closing shot of the e-bike company logo and contact information, with a tagline "Ride for your health, ride for your well-being."

**Script 7 // Elderly Targeted Ad:**

Opening shot of an older person riding an electric bike on a nature trail, with the sound of birds chirping in the background.

Voiceover: "Do you want to stay active and enjoy the outdoors, but find traditional cycling a bit challenging? Look no further than MJM Wheels, your source for top-of-the-line e-bikes for seniors."

Cut to shot of the e-bike company logo.

Voiceover: "At MJM Wheels, we understand that as we age, it can become harder to enjoy activities we once loved. That's why we've designed our e-bikes to be easy to use, comfortable and safe for seniors. With our electric assist, you can conquer hills and headwinds with ease, and extend the range of your rides."

Cut to shots of different electric bikes on display in the store, highlighting their features such as step-through frames, adjustable seats, and easy-to-use controls.

Voiceover: "Riding an e-bike is a great way to stay active and improve your overall health, while enjoying the freedom and fresh air of the outdoors. Plus, cycling is a low-impact exercise that is easy on the joints. Whether you're a beginner or a seasoned cyclist, our e-bikes are the perfect way to stay active and healthy."

Cut to shot of an older person test riding an e-bike, with the sound of the electric motor in the background.

Voiceover: "Visit us today at MJM Wheels and discover the benefits of e-bikes for seniors. Our knowledgeable staff will help you find the perfect e-bike to fit your needs and budget."

Closing shot of the older person riding the e-bike on the nature trail, with the sound of the wind in the background.

Voiceover: "MJM Wheels. Ride to your health, ride to your freedom."

Closing shot of the e-bike company logo and contact information, with a tagline "Ride to your future, ride to your independence."

**Script 8 // Luxurious Feeling Ad:**

Opening shot of a person riding an electric bike down a city street, with the sound of traffic in the background.

Voiceover: "Are you ready to elevate your riding experience? Look no further than MJM Wheels, your source for luxurious e-bikes."

Cut to shot of the e-bike company logo.

Voiceover: "At MJM Wheels, we understand the importance of style and performance. That's why we offer only the finest electric bikes, designed with the latest technology and sleekest designs. Our e-bikes are the perfect blend of elegance and power, making every ride a truly luxurious experience."

Cut to shots of different electric bikes on display in the store, highlighting their features such as carbon fiber frames, advanced digital displays, and high-performance motors.

Voiceover: "Riding an e-bike from MJM Wheels is more than just transportation, it's a statement. Whether you're commuting to work or cruising on the weekends, our e-bikes are sure to turn heads and make a lasting impression."

Cut to shot of a person test riding an e-bike, with the sound of the electric motor in the background.

Voiceover: "Visit us today at MJM Wheels and discover the luxury of e-bikes for yourself. Our knowledgeable staff will help you find the perfect e-bike to fit your lifestyle and budget."

Closing shot of the person riding the e-bike down the city street, with the sound of the wind in the background.

Voiceover: "MJM Wheels. Ride in style."

Closing shot of the e-bike company logo and contact information, with a tagline "Ride in luxury, ride in class."

**Script 9 // Calgary Specific Ad:**

Opening shot of a person riding an electric bike through the streets of Calgary, with the sound of the city in the background.

Voiceover: "Are you ready to experience the best of Calgary on two wheels? Look no further than MJM Wheels, your local source for top-of-the-line e-bikes."

Cut to shot of the e-bike company logo.

Voiceover: "At MJM Wheels, we understand the unique needs of Calgarians. That's why we offer a wide range of electric bikes, designed to handle the city's hills, cold weather and long commutes. Our e-bikes are the perfect way to get around town and explore the beauty of Calgary."

Cut to shots of different electric bikes on display in the store, highlighting their features such as fat tires, powerful motors, and heated grips.

Voiceover: "Riding an e-bike from MJM Wheels is the most convenient and eco-friendly way to get around town. Whether you're commuting to work or exploring the city's many bike paths, our e-bikes will make your journey a breeze."

Cut to shot of a person test riding an e-bike, with the sound of the electric motor in the background.

Voiceover: "Visit us today at MJM Wheels and experience the freedom and convenience of e-bikes for yourself. Our knowledgeable staff will help you find the perfect e-bike to fit your needs and budget."

Closing shot of the person riding the e-bike through the streets of Calgary, with the sound of the city in the background.

Voiceover: "MJM Wheels. Ride to your future, ride to your freedom."

Closing shot of the e-bike company logo and contact information, with a tagline "Ride to your destination, ride to your independence"

**Script 10 // Fat-Tire Snowstorm Ad:**

Opening shot of a person riding a fat tire electric bike through a blizzard, with the sound of the wind howling in the background.

Voiceover: "Are you tired of being stuck at home during winter storms? Look no further than MJM Wheels, your source for rugged and reliable fat tire e-bikes."

Cut to shot of the e-bike company logo.

Voiceover: "At MJM Wheels, we understand the importance of getting around during the winter months. That's why we offer a wide range of fat tire e-bikes, designed to handle the toughest winter conditions. Our e-bikes are the perfect way to conquer the snow and ice."

Cut to shots of different fat tire electric bikes on display in the store, highlighting their features such as powerful motors, high-performance batteries, and advanced digital displays.

Voiceover: "Riding a fat tire e-bike from MJM Wheels is more than just transportation, it's an adventure. Whether you're commuting to work or exploring the great outdoors, our e-bikes will get you where you need to go in any weather."

Cut to shot of a person test riding an e-bike in the blizzard, with the sound of the electric motor in the background.

Voiceover: "Visit us today at MJM Wheels and discover the freedom and versatility of fat tire e-bikes for yourself. Our knowledgeable staff will help you find the perfect e-bike to fit your needs and budget."

Closing shot of the person riding the e-bike through the blizzard, with the sound of the wind howling in the background.

Voiceover: "MJM Wheels. Ride to your destination, ride through any weather."

Closing shot of the e-bike company logo and contact information, with a tagline "Ride to your destination, ride to your freedom"