**EXCALIBUR GYMNASTICS**

**Background:** Excalibur Gymnastics prides itself on being the best gymnastics school in Virginia Beach. Owner Gustavo Moore has trained Olympic champions such as Gabby Douglas. We needed to acknowledge Excalibur’s reputation and let viewers know they can unlock your child’s true potential. building champions at all levels.

**Reasoning:** Gymnastics is Strength, Flexibility, Balance, and Technique…Gymnastics is the foundation for ANY sport. Demonstrating these abilities and comparing them to sports will drive the message.

**Challenges:** Ensuring that we truly captured technique and accuracy of Excalibur’s unique teaching style to parents we were trying to reach. We put a huge amount of energy into choosing the right ages and ethnicity —to ensure that what we produced was accurate, inclusive, relatable, authentic and inspiring.

**Favorite details:** Excalibur didn’t want to be known as a playground/Stay & Play. I knew this work had to be fresh and look like an Olympic Games commercial. This would allow parents serious about their child’s future to connect in a completely different way. After creating the storyboards and scripts, and presenting in two concepts in person, and the client approved both ideas on the spot.

**Visual influences:** Being up close and personal to the subjects, using slow brings the viewer in and shallow depth of field. These techniques allow us to lean forward and examine all the small details that bring out the excitement and inspiration of this commercial.

**Anything new:** Working with young kids was a great learning experience. You need to cater your direction to their ages, personalities and levels of comfort. We had some fun with different approaches to get the desired performances. Gymnastics is a performance art and the kids took direction very well.

**Success Story:**

The sales consultant sold a spot buy for the 2016 Summer Olympics. The spots also ran on the local broadcast station carrying the 2016 Summer Olympics Games. Later, the owner reported that he gained over 150 new enrollments from this advertising. And the spots still have life.