

TV SPOT

LENGTH: 60SEC

CLIENT: PATAGONIA

TEAM 360 CAMPAIGN

BIG IDEA: GET NATURE'S UPDATE

FEELING LAGGY?

INT. Kitchen — Day

Katrina sits at the kitchen island updating all of her devices. She rubs her face as more and more notifications ring.

VOICEOVER:

When our devices act slow, we update them. But what do we do when we're acting slow?

Katrina stares at the camera with her mouth open and a loading sign over her head.

KATRINA:

Uhh...

VOICEOVER:

That's right, we need our update, from nature. Nature gives us updates all the time. Why don't we ever get nature's update? For example, the new bird call XL3000?

EXT. Backyard — Day

Katrina stares at a bird and pulls a camera out of a Patagonia fanny pack.

VOICEOVER:

How about your wild blackberry update?

EXT. Roadside — Day

Katrina picks blackberries on the side of the road. A Patagonia jacket protects her from the thorns.

VOICEOVER:

And don't forget the fallen tree update, porcupine track update, or waterfall trail mix update.

EXT. Forest — Day

(Each of the aforementioned updates is shown briefly on the screen.)

VOICEOVER:

Go deeper into nature with Patagonia "soft wear". Patagonia. Refresh.