

Sizzles

Sizzle 1: Foggy on LED fixtures

Objective: Close up of Black Friday Legion products on sale

Video/Inspo Link: [INSPO](#)

Props/Products Needed:

- Black backdrop or sheet
- Sunset lamp
- Neon fixtures for products to stand on
- Smoke machine
- Legion products

Punch List

- Start with a tight shot zooming in to the Protein powder on an LED fixture with smoke in frame.
- Do similar tight shots of different Legion products from different angles on different LED fixtures with smoke.
- Tight shot of product moving or rolling with smoke in frame
 - Shots can be of product falling *ie powder being scooped, pills falling out of bottle*
- Line up of the products*

Sizzle 2: Black Friday - Gym Duffel Bag

Objective: Show a bunch of Legion products being dumped into a shopping cart while giving a neon/LED vibe.

Video/Inspo Link: [INSPO](#)

Props/Products Needed:

- Shopping basket
- Protein bars
- Electrolyte packets
- Crispy treats?
- Cool multicolored light

Punch List

- Gym bag sitting there
- Stop motion unzip and neon glow
- Stop motion of legion coming out of the bag
- Moment of the line up
- Looping back to beginning

Sizzle 3: Black Friday Legion Products Pop Up

Objective: Overhead video shot of Legion products with multiple products coming into the frame in different shots

Video/Inspo Link: [INSPO](#)

Props/Products Needed:

- Multiple Legion products (protein bars, crispy treats, electrolyte packets, protein powder)
- Neon and LED lighting
- Black backdrop

Punch List

- Have camera take an overhead angle the entirety of the video
- Start with the Legion protein powder in the middle on the black backdrop
- Make sure there is LED/neon lighting in the frame and maybe smoke
- Take multiple video shots of different Legion products inching into the frame
- Video a quick clip of everything in the frame
- Have all of the products inch back out of the frame in the opposite order

Sizzle 4: Black Friday

Objective: Video of products going into the shopping carts in different clips.

Video/Inspo Link: [INSPO](#)

Props/Products Needed:

- Shopping carts
- Legion products
- Black paper
- Neon/LED lights

Punch List

- Start with an overhead shot of the empty shopping carts**
- Then with each shot add one of Legions products to each shopping cart**
- Continue adding products with each shot until the carts are full**
- Then final quick video of the full shopping carts**

Have text on screen say “Shop our Black Friday sale”