Get ahead of yourself

Gary Turner

SYNOPSIS

Vega's 100% plant based nutritional supplements are so packed full of good stuff that they allow you to stay one step ahead of yourself in the morning. So when you're reaching for the snooze button, the 'Vega you' is already reaching for the running shoes...

ONLINE VIDEO

Open on Ross, a thirty year old guy, slowly getting out of bed.
We follow Ross to the kitchen and discover an upbeat Vega version of Ross is already there enjoying a delicious Vega French Vanilla Shake.
Ross seems oblivious to the other Ross as he places two slices of plain white bread into the toaster.

Cut to Ross as he makes his way to the bathroom.
We see him walk in and we discover an energetic Vega Ross is already in there singing in the shower.

Cut to Ross putting on his suit for work.
We notice Vega Ross is already suited and booted as he checks his immaculate hair in the mirror.

We then cut to Ross running for his morning train to work.
Just as he's about to get there, the doors close. He doesn't look happy.
We then notice our relaxed looking Vega Ross is already sat on the train reading the morning paper as it pulls away.

VO: Get ahead of *yourself* in the morning with Vega's 100% plant based nutritional shakes.
Cut to a product shot featuring a delicious Vega French Vanilla Shake.
SUPER: Get ahead of yourself.