

MOTION - Institutional Marketing Video



Script and production outline

Language: English | Final video: 2 min 32 sec | Team of four

Strategic framing

Target audience	Organisations, active communities, clubs and wellness partners looking for a more social way to encourage regular movement.
Positioning	A human-centred sports ecosystem that values community and wellbeing over performance alone.
Key benefit	Motion turns everyday movement into a shared, motivating and easier-to-organise experience.
Differentiator	A combination of community content, practical planning tools, gamification and local rewards.

Script / outline

Sequence	Speaker / voice-over	Visual direction / on-screen text
1. Hook 0:00-0:18	Isabelle “We’ve all been there. A new gym membership, a pair of shoes in the closet, and motivation that fades by week three. In a world more connected than ever, fitness still feels... lonely.”	Outdoor footage and an everyday fitness moment. On-screen problem statement and opening statistic.
2. Introducing Motion 0:18-0:38	Agnès “Meet Motion. We’ve built the first sports ecosystem that prioritises the human over the heart rate. It’s a platform where your daily movement becomes a shared story.”	Motion logo and clean app mock-ups. Short phrases introducing the platform and its social approach.
3. Why it matters 0:38-0:58	Aliénor “Health isn’t just about personal records; it’s also about burnout prevention and community. Through our nutrition Cheat Sheets and Friday Fails content, we humanise the grind. We move because it feels good, not just because a watch told us to.”	Community and educational content. On-screen message: digital communities are changing how people stay active.
4. User need 0:58-1:18	Voice-over transition / on-screen copy “Most adults want to exercise more, but motivation fades when plans stay vague. Motion turns informal intentions into clear commitments.”	Statistics and short statements about motivation, planning and scheduled workouts.
5. Product experience 1:18-1:39	Agnès / Aliénor “Challenges, group workouts, friend activity and a community feed bring the experience together in one place.”	App screens showing Challenges, Friends Activity, Group Workouts and Community Feed.

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6. Proof and gamification 1:39-1:56	Mélissa “Does it work? The data says yes. Our gamified Streaks and community challenges have increased user retention by 40% compared with traditional apps. Our users have also redeemed thousands of rewards at local partner shops.”	Points system, Streak badge, rewards and simple charts. Figures are presented as part of the fictional academic concept.
7. Brand personality 1:56-2:13	Isabelle “We’re authentic, we’re a little competitive, and we don’t take ourselves too seriously.” Aliénor “Whether it’s a Transition Challenge on TikTok or a wellness Live on LinkedIn, we are where our community is.”	People moving together, social content and brand moments. On-screen message: sport is easier when it is social.
8. Call to action 2:13-2:23	Agnès “Ready to transform your organisation’s energy?” Mélissa “Join the movement.”	Motion brand screen and final benefit statement.
9. Closing 2:23-2:32	All “Visit our website or book a demo today. Let’s move together.”	Final logo animation, website, contact email and QR code.

Note: Motion is a fictional company created for an academic entrepreneurship project. Any figures, results and partnerships shown in the video are part of the project scenario.