





1

 In America More than 2 in 3 adults are considered to be overweight or obese. More than 1 in 20 adults are considered to have extreme obesity.

 Camera is moving to the right, leaving dusty evening city, and panning to suburbs. (transition from skyscrapers to small family houses). Camera continues its movement to the right, it flies by backyard, where three men are making barbeque.


2


 For years, people have tried various things to fend off what almost seems like an inevitable fate. A whole new industry of exotic workout routines have exploded to help people get excited about getting in shape. Unfortunately they've all been a flash in the pan.

 We're flying to the next house backyard (passing by one more backyard) and see how three people are doing yoga and crossfit, one of them is sitting. (or dynamic transition and people from previous scene start to working out)



3.1

 You see the thing is the obesity epidemic in the US is not entirely our fault. Like Newton said, "A Body at rest, wants to stay at rest".

 Fat man on the right takes out an apple and starts to eating it.



3.2







3.3







4

Because it is a first world nation, the US and most western nations are plagued with an unusual problem. Due to excellent infrastructure and availability of basic amenities, the average American has very little reason to get up .

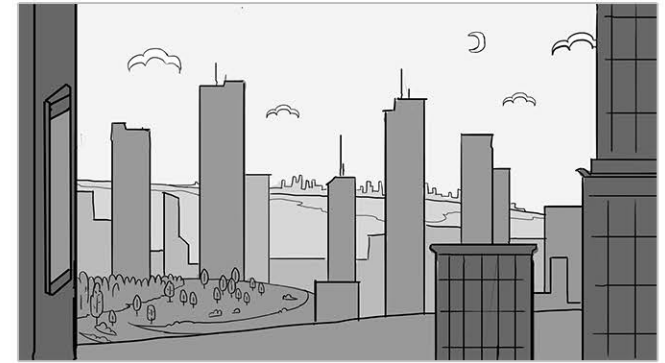
The setting around the fat man is changing to interior. Man is sitting, and everything around him is changing, he orders food with his smartphone.



5

The average adult would spend 8hrs a day sittid in front of a computer at work. Only to get home to binge watch their new favorite show. Repeat this for 5 days a week and spend weekends having a drink with friends. With a pervasive lifestyle like this, is no surprise that most Americans are obese.

The setting around the man is changing again, now it's the office, he's and office employee, working in his box. He's still sitting in the same pose, like on his backyard.



6.1

What we need is not a new exotic workout. Workouts are not the problem. What we need is a change in lifestyle. A sedentary lifestyle which is a product of an advanced society. That's where Lazy Jar comes in. Lazy Jar helps us rethink what it means to be physically active by holding us accountable for our fitness goals.

Camera moves to the right again, we are flying out of the office, leaving the evening city...



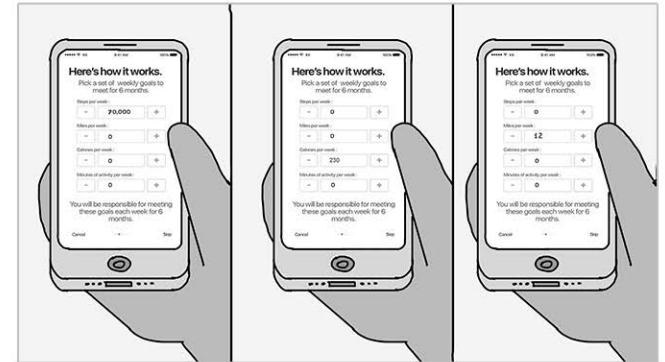
6.2

...and we're back at the backyard from the first scene.



6.3

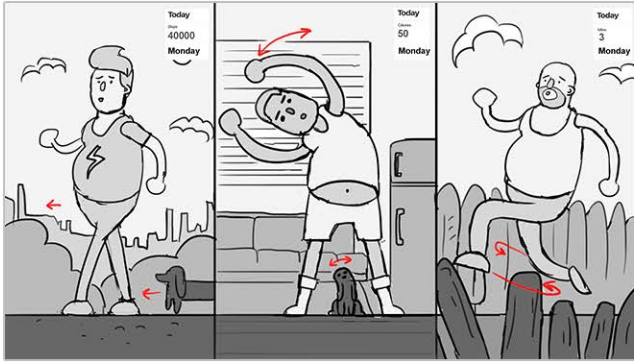
Two men are looking at the fat man. LazyJar logo appears on screen.



6.1

Lazy Jar is a third party app for the Fitbit. With Lazy Jar you commit to a 6 months program of regular physical activity. You can specify a set of weekly Fitbit goals, that you commit to meet and at the end of each week, if you fail to meet them, you'll be penalize a financial amount which you also specify.

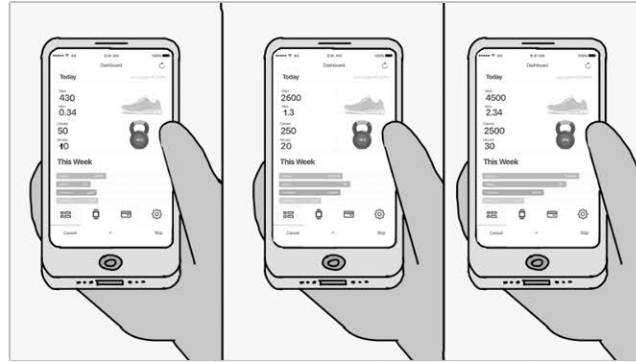
Frames divides by three parts, in each one there's a hand with smartphone and the app, each of men is setting up their goals (70000 steps a week, lose 230 kkal a week, run 12 miles a week).



7.2



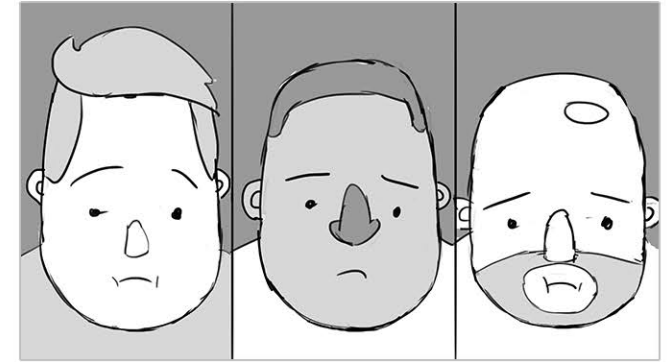
Screen is still in three parts, and we see them trying to achieve their goals, one of them is walking, second is doing exercises, third is running. At the right top corner we see a countdown of steps, kkal, miles accordingly and days of the week.



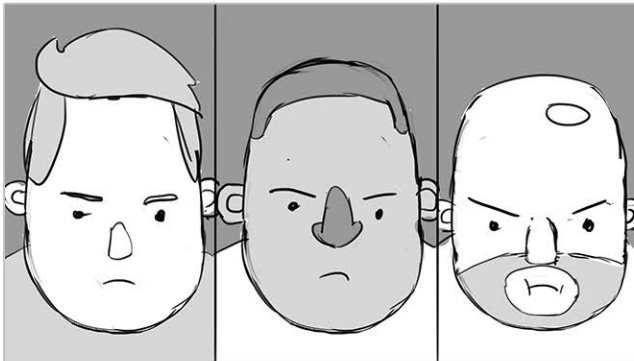
7.3



Neither of them achieves their goals for this week, he show the app penalize them, but they aren't upset.



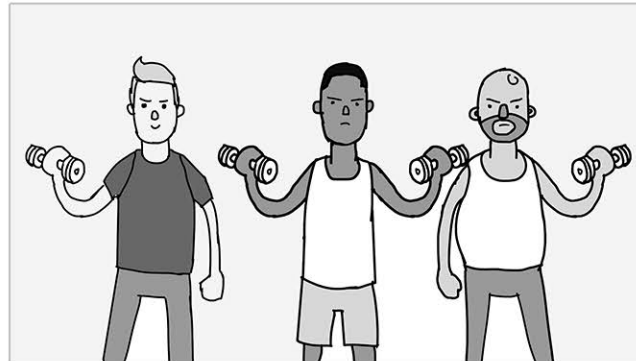
7.4



7.5



They have very decisive face expressions. Divides of the frames disappears and we see three man in one frame.



8



The idea is to do this for 6-months in order to foster a more active lifestyle that will ultimately lead to a healthier you. A portion of all penalties will be donated to charity.

Camera slowly moving back, and we see that they are losing their weight. Camera angle becomes wide, and we see three man in the center of the frame.



9



Lazy Jar is time to change your life.

Lazy Jar logo flies out from the smartphone above the scene.