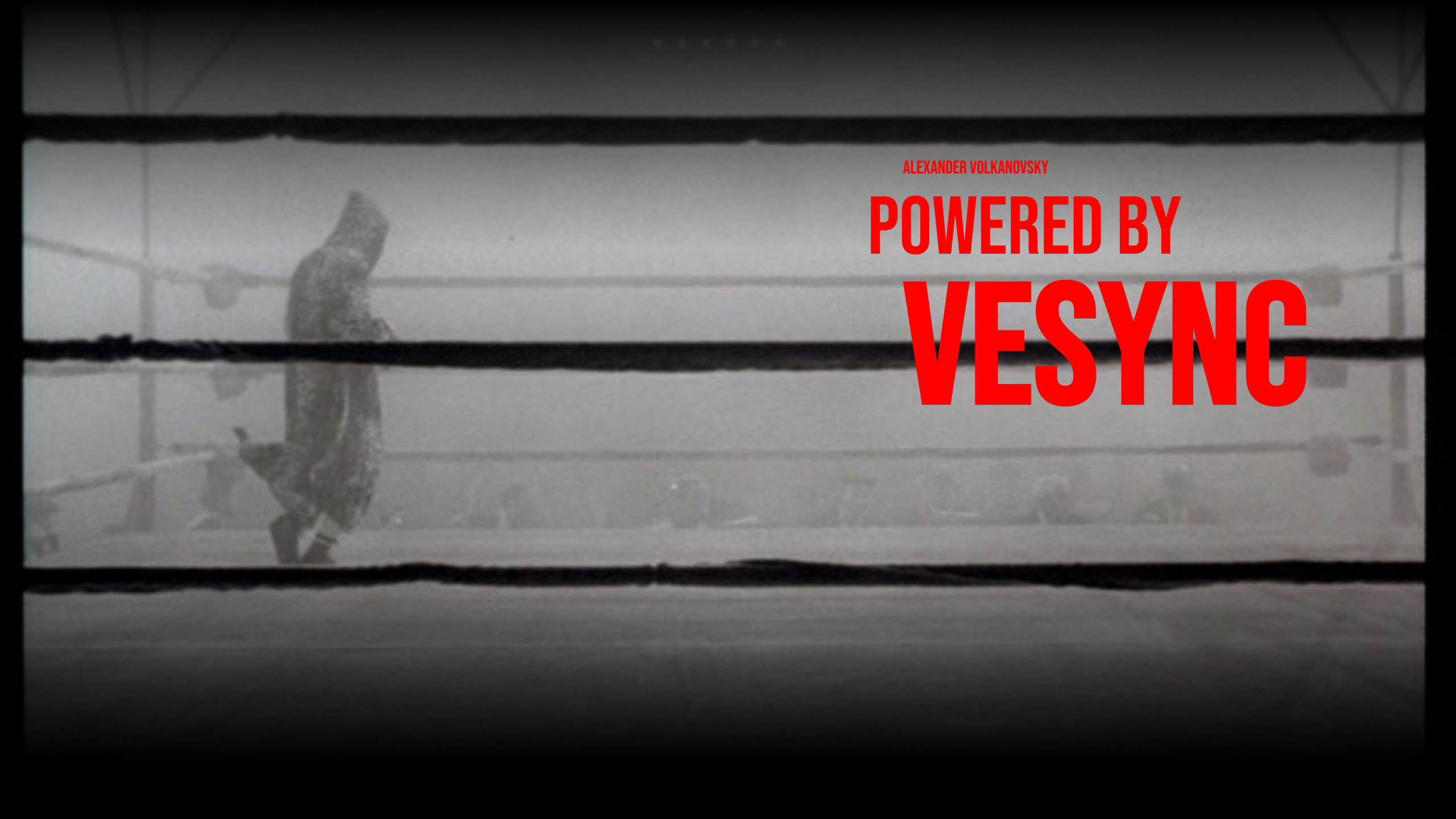
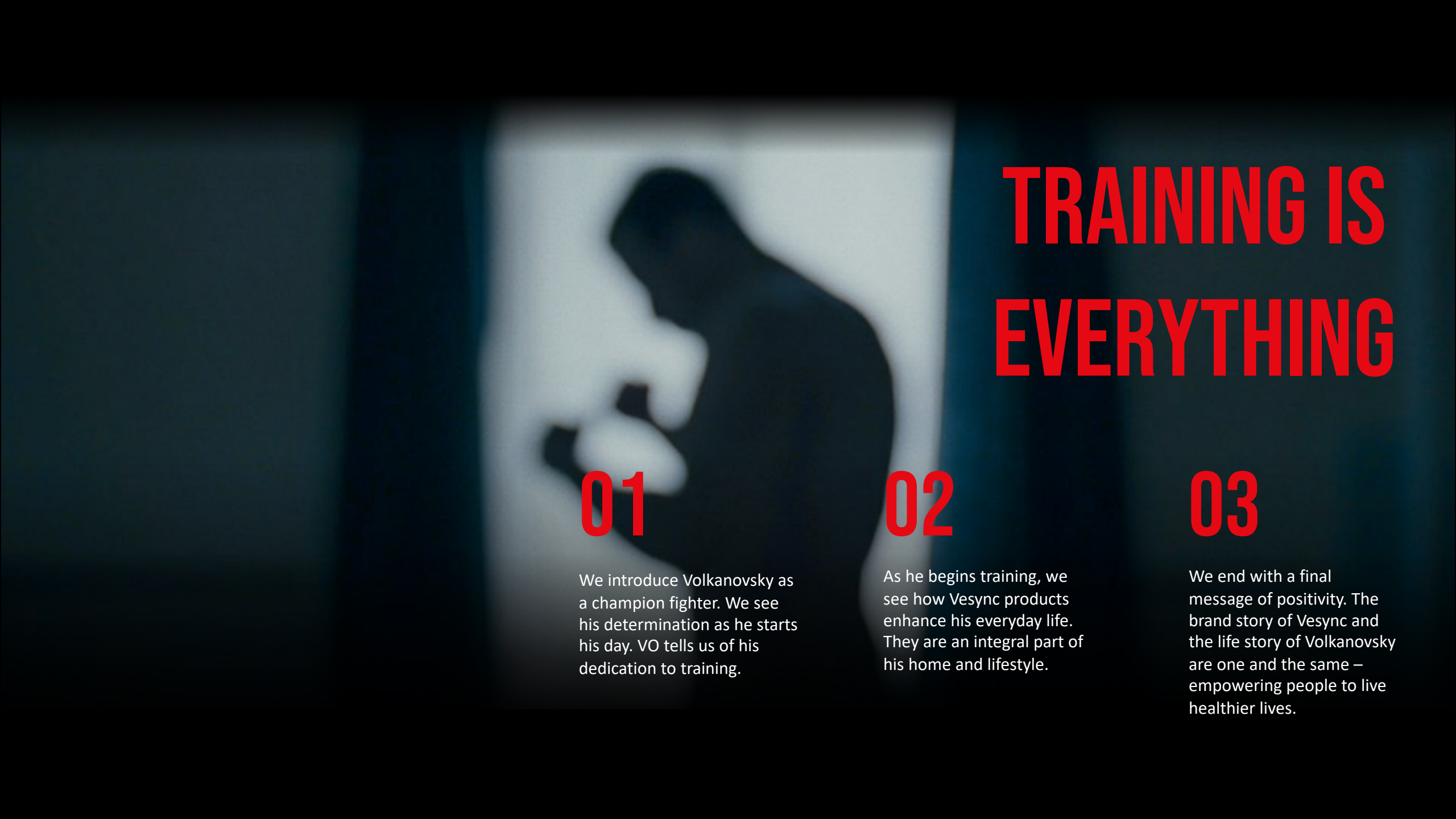

ALEXANDER VOLKANOVSKY
POWERED BY
VESYNC



TRAINING IS EVERYTHING

01

We introduce Volkanovsky as a champion fighter. We see his determination as he starts his day. VO tells us of his dedication to training.

02

As he begins training, we see how Vesync products enhance his everyday life. They are an integral part of his home and lifestyle.

03

We end with a final message of positivity. The brand story of Vesync and the life story of Volkanovsky are one and the same – empowering people to live healthier lives.





THE CHAMPION

Volkanovsky sits on the edge of his bed in early morning light. Atmospheric music plays.

Quick cuts of feet tapping the ground as he jumps rope. Fast shots of his hands twirling the rope.

We hear crowds cheering. An announcer booms in VO: “Ladies and gentlemen the featherweight champion of the wooooorld!!! Alexander Volkanovsky!!!”

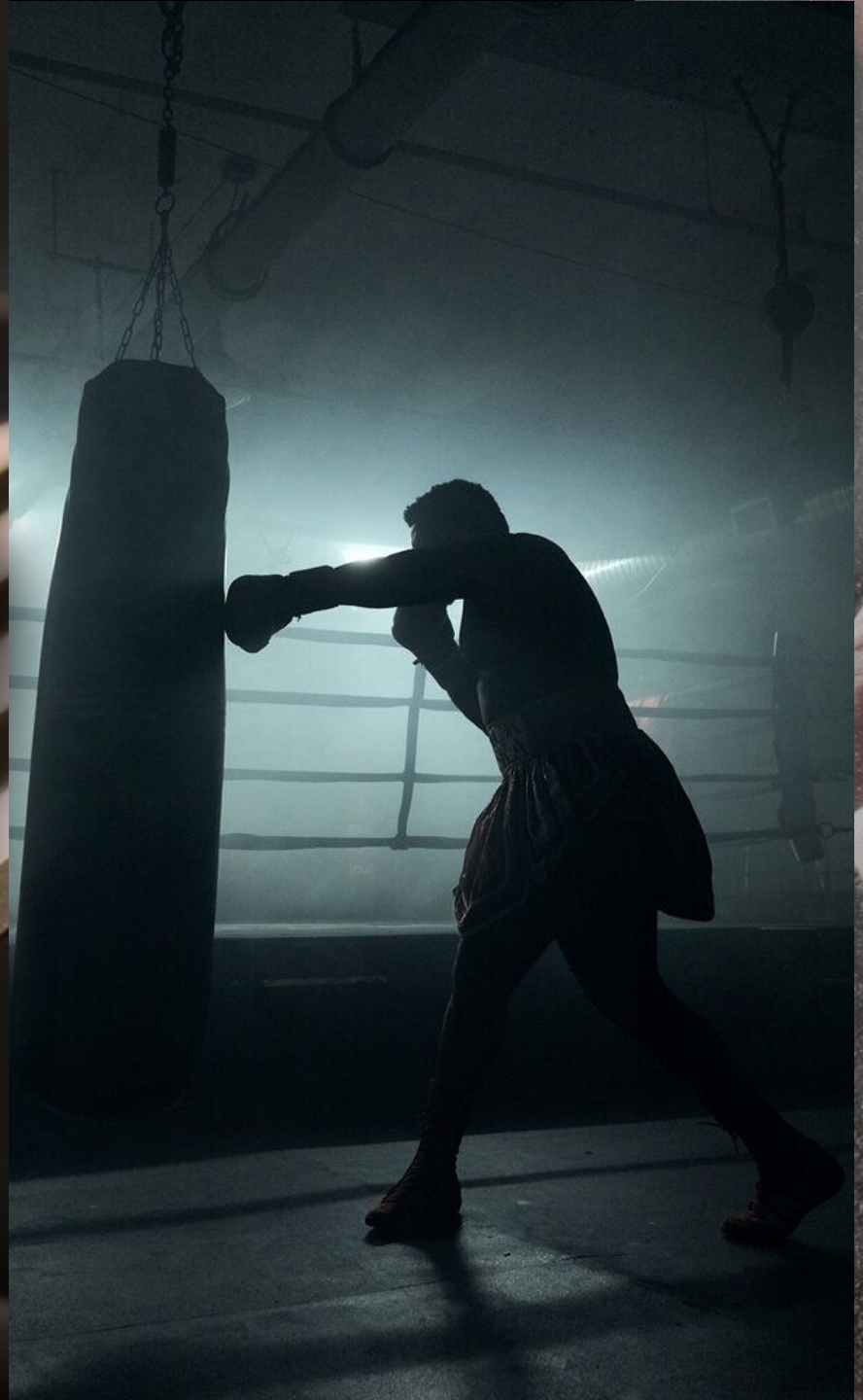
THE FIGHT IS NEVER OVER

The music kicks up.

He wraps his hands with tape. Puts a mouth guard in. Quick hits on the punching bag.

He claps his hands together in his home gym, dusted with chalk. The Everest air turns on, sensing dust. Its fans open smoothly.

POW POW POW. More quick punches on the punching bag. We match cut to-









PERFORMANCE FUELED

-CHOP CHOP CHOP. Preparing vegetables in the kitchen.

Putting vegetables in the air fry basket. He clicks it into the air fryer. He lays steak on the air grill. The best ingredients demand the best appliances.





PRECISION EQUIPMENT

Volkanovsky steps onto the scale in the bathroom. His phone shows vital information.

Any mistakes on weigh in day could have massive effects. Having accurate tools is a necessity.



POWERED BY VESYNC

He walks out of the home gym, turning off the air purifier as he leaves. The Levoit logo appears as he walks by frame using a wipe transition.

He pulls the food out of the air fryer, the air grill nearby, and the movement of the basket wipes in the Cosori logo.

He grabs the scale and puts it in his gym bag, his body reveals the Etekcity logo, and finally heads out the front door.

Text Reads:

Alexander Volkanovski

Powered By Vesync

THE METHODOLOGY

The ad begins by introducing Volkanovsky to the world, if they do not already know him – the VO announcer broadcasts that he is a world champ in dramatic fashion. Keeping a cool and sleek tone throughout allows us to maintain the cool factor of a world-famous fighter without compromising on the established imagery of our unique brands. Documentary style voice over throughout from Volkanovski describes his training style, insight on fighting, and how to lead a healthy lifestyle.

By showing him interacting with the products all throughout the ad and showing a “day in the life” we see how integral the products are to his life. By focusing on a lifetime of healthy practices and training hard we marry the success of Volkonovsky’s career to the brand story of Vesync.