



**\*\*\*HIGHLY CONFIDENTIAL – PLEASE DO NOT DISCUSS, SHARE, OR POST!\*\*\***

**GATORADE “The Way To Be Great” :30 TV**

**05-19-23**

The way to be great:  
According to the greatest sports drink ever.  
First, believe you are.  
Then act like it.  
Greatness demands drip.  
Not like that.  
Like this.  
Keep receipts after failure.  
Let ‘em fuel you.  
Revisit receipts after wins.  
Trophies require greatness.  
But greatness doesn’t require trophies.  
The greats show up, no matter the stage.  
Because greatness is not about proving others wrong.  
It’s about proving yourself right.  
Gatorade.

**ALTS:**

First, be like Mike. That kinda sounds like Mike.  
First, be like Mike. Or be like them, they’re pretty great.

**VO SPECS:**

Male, ages 20-30.

This person should have unabashed swagger.

They should bring an energy and a motivational tone reminiscent of a locker room hype speech. It’s halftime, we’re down 14, and we gotta get the team riled up.

The pacing should be fast, but confident. Borderline cocky.

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## **VO SPECS CONTINUED...**

Gatorade is the best damn sports drink in the game, and we know it. We literally created the blueprint for greatness, so if you want to be great you better listen to our words.

This person listens to contemporary hip hop and understands the swagger and cadence of the script and the AUTHENTIC attitude we want to convey.

No parodies or over exaggerated "Hippity-Hop" reads needed, simply authentic Hip Hop confident swag that should naturally come to these words written.

Reminder that the script needs to fit into :30 seconds.

## **AUDITION INSTRUCTIONS:**

No Slate Needed

Please give 2-3 takes on 1 mp3 track to show some range.

Label File As:

Gatorade\_YourName\_Agency.mp3

Gatorade\_YourName\_Agency\_SC.mp3 – ONLY if you need to record remotely and not in studio in LA

File Labeling Notes:

- NO SPACES!
- Capitalize as shown above.
- Incorrect labeling will not be considered.
- Underscores only, no hyphens.