

Moving is for Everybody

Skechers — 3D animated · ~30s · concept & direction by Tushar Chand

The idea: moving is for everybody — no athlete's build, no gym required, no reason (not even a caught bus) needed to do it. An ordinary guy turns a plain morning into motion: he wakes, laces up, trains, meets a friend, misses the bus — and just jogs it instead, grinning. Even a missed bus becomes a reason to move. **The soundtrack** — Eiffel 65's "Move Your Body" — is the engine: its bouncy, feel-good disco energy matches the action beat-for-beat and carries the whole spot. **The brand thread** stays quiet but constant — the same white Skechers with the S logo in every shoe moment (lace-up, pedal, ropes, walk-out, footpath), building to a spoken "Skechers" sign-off.



1 WAKE

"It always starts slow."

SFX: alarm buzz · sleepwear, no headband



2 ALARM SLAM

"Then — go."

SFX: slap, buzz cut · fast



3 QUICK CHANGE

"You get up,"

SFX: cloth whoosh · running gear, no shoes yet



4 LACE-UP · SHOE HERO

"you lace up,"

SFX: laces · foot on a chair · Skechers S logo



5 OUT THE DOOR

"you get out."

SFX: door, birds, street



6 ARRIVE AT THE GYM

"You show up."

SFX: gym door · connects street → gym



7 SPIN CLASS

"Some days you push hard,"

SFX: spin whirl · shoe on the pedal



8 BATTLE ROPES · FULL BODY

"find what you've got,"

SFX: rope whoosh, grunt · shoes visible



9 FIST BUMP

"share it with a friend."

SFX: fist-bump · meet outside the gym



10 HEAD OFF TOGETHER

"And some days..."

SFX: footsteps · walking off on an open path



11 MISS THE BUS

(no VO — the bus leaves; he grins)

SFX: bus pulling away · shout → sigh → cheeky idea-grin



12 FOOTPATH ENDING

"...the bus leaves without you — so you just move anyway. Because moving is for everybody." → "Skechers."

SFX: footfalls, park ambience · triumphant jog

Sign-off & finish

No dialogue anywhere — the film runs on narration + Eiffel 65's "Move Your Body" + SFX. Brand lands via the consistent S-logo Skechers in every shoe moment and the spoken "Skechers" at the end (optional clean logo card if wanted). Music & SFX are layered in the edit.