

Aldila Graphite Shafts

Description:

Title: The Spirit of Golf

Product
Sales

Video

1. Opening swing sequence - features close-up of graphite muscle fibers evolving into Aldila shaft.

Swing accelerates. Our POV changes to that of club head. It moves forward, then stops.

2. Host stands, leaning against golf tee.
Circular **ALDILA** logo is perched on top.
3. Swing resumes in stutter movement as logo looms larger, morphes into golf ball just before explosive contact is made.
4. POV, golf ball, as it flies.
Aldila logo (bright light coming from behind) rises over the horizon.
Logo glows brighter with each point
5. Ball drops onto the green and rolls toward pin, (flag shows **#1**) slows and... drops into the cup.
6. Inside cup, host stands next to giant golf ball.
Scene is lit from above.
Video image on ball (curved like sphere) shows . . . → astronaut, → driver in car, → F-16 taking off, → Nuclear reactor core. → tennis player, → fisherman (wearing goggles) (Arrow points to graphite in scene)
7. Ball shows golfer setting up at tee.
He pauses, then looks to camera as if we're a distraction and he's waiting for us to move on.
Golfer swings. Action is frozen as we pull back from golf ball video.

Audio

MUSIC: Suspenseful hi-tech style. Electronic-mechanical sounds accompany movement

VO: Just as muscle fiber gives the golf swing its *power* . . .

Fibers of graphite give it its *spirit*. . .

Music: Stops abruptly

HOST: Did I say *graphite*? I meant **Aldila**.

Music: Sweep of hi-tech synth crescendo

SFX: Exaggerated golf ball hit.

VO: With **Aldila** came the dawn of graphite in golf.

Aldila... the name that *means* graphite.
Aldila -- trusted by more manufacturers and golfers than any other name.

Aldila is driving golf into the 21st century.

HOST: Before Aldila introduced graphite to golf in the 70s, it was pretty much strictly for astronauts, race car drivers, fighter pilots, nuclear engineers, tennis players and an occasional forward thinking fisherman.

And today, who uses more graphite than anyone in the world? (Quiet pause. SFX: Bird chirps)

(whisper) That's right. Golfers, swinging clubs made from **Aldila** shafts. One out of four touring pros!