

SPEC:

Male and Female/40+/youthful tone/Confident and progressive, carries voice with a sense of purpose. Has the wisdom of age but still with youthful vibrancy and fun.

SCRIPT:

**Now demands fierce independence.
Knowing exactly who you are.
And being the best you can be.**

**It's about reimagining what's possible.
Then bringing it life.**

**Now is highly adaptive.
It's ready for whatever may happen.
In any given moment.**

**And it always has a human focus.
Welcoming individuality, quirks and all.**

**Now is innovation that helps us all advance.
And realize our full potential.**

Now it all comes together.