

April 13th, 2017

Project: TVC GR – “Glass Ceiling” :60 / :30

Author: Scott – last line amended by Sibylle after approval from Cherry and Zulfi.

VO :60

The strong.
Apparently, they survive.
But how do they get that way?
We aren't born strong, that's for sure.
Strength isn't given to us.
We have to learn how to be strong.
By learning to be strong, we grow.
And by growing, we get strong.
It's an amazing thing, really,
the power to grow stronger

**ALT: It's an amazing thing really,
It changes everything.**

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LOGO: FAB

SUPER: GROW STRONGER

VO :30

The strong.
How do they get that way?
We aren't born with strength.
It's something we learn.
By learning we grow.
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**ALT ENDING:
It's an amazing thing, really.
It changes everything.**

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