

CLIENT: SIGNET

TITLE: "GO ON, TELL ME WHAT I'LL NEVER DO NEXT"

Open on shot of WBC World Featherweight Champion Skye Nicolson in gym preparing to train.

Skye VO: **They said I'd never box like my brother.**

Cut between archival footage of Skye's brother (deceased before she was born), former champion Jamie Nicolson boxing and Skye fighting almost identically.

Skye VO: **They said I'd never make it past the first round.**

Cut between archival fight footage of Skye at different ages (from 14 upwards) and her training punches getting ever more intense

Skye VO: **They said I'd never cut it as a pro**

Cut between modern footage of Skye as a pro and her training now,

Skye VO: **Never make it to the top.**

Cut between modern footage of Skye's rise as a pro and her training intensifying further.

Skye VO: **Never mix it... never hack it**

Training intensifies further

Skye VO: **Never win... win... win again..**

Archival footage of Skye punctuating her words with punches to her opponents' faces.

Skye VO: **...win a world title.**

Archival footage of Skye winning and being handed the belt

Skye VO: **They said I was just 'an Instagram boxer'... never fought anyone good**

Training is more determined and powerful as we intercut with images from her Instagram page

Ray Warren VO: **She is the reigning, defending, undefeated WBC interim featherweight champion of the World...**

Long crescendo of rapid fire punches finishing with a knockout & Skye staring menacingly at us.

Skye VO: **Go on... tell me what I'll never do next.**

SUPER: **UNSTOPPABLE**

Ray Warren VO: **...Skye Nicolsonnnnn... Nicolsonnnn.**

SUPER: **We can get behind that.**

LOGO: **Signet. Supporting Aussie Dreams since 1968.**