



Rooftop HIIT Highlight Reel
60-Second Energy Bomb for a Summer Fitness Series

Gwen Broerman / SweatBox DC



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BACKGROUND

Gwen Broerman isn't just a local instructor—she's the **Studio Program Manager for SweatBox at VIDA Fitness**. As the "Burpee Queen of Ballston" and a lifelong athlete, her classes are legendary for their intensity and energy. But her credentials run even deeper: she's a Licensed Massage Therapist, a Certified Corrective Exercise Specialist, a Certified Personal Trainer, and holds a Master's in Education in Counseling Psychology.

I was brought on to capture her session, "CUT with Gwen," which ran on **July 10, 2024**, from **5:30 - 6:15 PM**. The broader context was the **lululemon Wednesday Rooftop Sweat Summer Series**, a weekly event during the summer at the **Mosaic District in Fairfax, VA**. The goal of the series was to bring accessible, free, and high-quality wellness events to the Northern Virginia community.

The client list read like a who's who of wellness lifestyle brands, with sponsorship from **lululemon, VIDA Fitness, Her Sol Beauty** and **Pressed Juicery**.



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THE GOAL

The live HIIT class was fast, chaotic, and full of energy. The video needed to match that intensity. The primary goal was to create a 60-second highlight reel that felt like an adrenaline shot—something people would watch and immediately want to attend the next session.

The video had to simultaneously:

- **Capture Gwen's coaching energy**, leaning into her reputation as a "Burpee Queen".
- **Showcase sponsors naturally** (lululemon apparel, VIDA branding, Pressed Juicery products).
- **Weave in the Mosaic District atmosphere** as a premier Northern Virginia destination.
- **Work as social-first content** for Instagram, TikTok, and YouTube.
- **Clock in at exactly 60 seconds** for maximum retention.



THE PRODUCTION PROCESS

Filming (July 10, 2024, ~6 PM): The sun was setting, forcing a hybrid lighting approach (backlight from the sun + on-camera fill). I used a mix of handheld for raw energy and a gimbal for wider, stabilizing hero shots. All audio was captured via a reference mic on the camera.

The Edit: The final cut is built on a core three-act structure:

- **The Setup (0-0:05):** Wide shots of the Mosaic District rooftop, establishing the location and setting the scene.
- **The Workout (0:05-0:50):** The intense core of the piece, with edits synced to the driving beat of the music. It features rapid cuts between Gwen's commands, participants pushing through burpees, and close-ups of branded gear.
- **The Payoff (0:50-1:00):** A cool-down on the mat, featuring a visible Pressed Juicery bottle, ending with high-fives.





The Creative Approach: Energy & Brand Integration

The visual language was built around **energy** and **organic brand placement**.

- **Pacing:** Fast and relentless. The cut rate increases with the intensity of the workout, creating a subconscious sense of urgency.
- **Color Grade:** A bleach bypassed, punchy grade with over-saturated skin tones to enhance the "golden hour rooftop" aesthetic.
- **Audio:** An aggressive, bass-heavy track with no vocals.
- **Sponsor Placement:** Sponsors brand logos of a lululemon, VIDA banner Her Sol Beauty, and the Pressed Juicery open the video.





Deliverables

- 1 x 60-second highlight video (MP4, 1920×1080, 30fps).
- A vertical 9:16 crop for Instagram Reels/TikTok.
- A textless, sponsor-free cut for the client's personal use.





The Result & Value

This project demonstrates a clear, repeatable framework for turning live events into powerful portfolio content. It showcases my ability to:

- **Navigate a high-stakes live environment.**
- **Collaborate with a major fitness brand (SweatBox/VIDA).**
- **Produce sponsor-satisfying content without sacrificing authenticity.**
- **Deliver a final product that mirrors the intensity of the event itself.**

Sources

- Gwen Broerman's SweatBox DC profile.
- SweatBox DC's "CUT with Gwen" class.
- lululemon Wednesday Rooftop Summer Series schedule.
- The lululemon Summer Series commitment to the Mosaic community.
- Full schedule and details for the July 10th, 2024 event.
- Pressed Juicery's location in the Mosaic District.
- Gwen Broerman's additional credentials.