The video opens on dandelion seeds drifting gently in the air as the sun’s rays shine down.

The words “Every season sparks new potential,” appear in sparkly letters.

The image changes into seeds sprouting and growing out of the soil. The words “which, when nurtured, grows and changes,” appear in sparkly letters.

The scene fades into a small tree against a sky which then grows upwards and branches out into a healthy full tree. The words “Every season plants the seeds of new possibilities,” appear in sparkly letters.

The scene fades to a close-up of buds and the end of a branch. The buds open and the blossoms expands into full bloom. Sparkling words appear “ And opportunities that bloom”.

The scene shifts again to an upward view of tall, majestic winter pines as the sun appears from behind them. Sparkling words appear “into a brighter tomorrow”.

The scene fades to black as white bokeh lights and sparkles appear again with the words “May this holiday season harvest those seeds that will flourish in the coming year.” These words fade and are replace by “Happy Holidays”

The Fasken logo appears with the words Own tomorrow underneath.