

Mentos Advertise

Fade In

Scene 1: Ext. Jungle - Morning

A pathway in foreground, trees in mid and a mountain in the background.

Action: A monkey (Hominid) tiredly carries a donkey (Daddu) in a cart from left to right in the scene. Daddu hits monkey with a stick. Monkeys jumps and screams when hit. Daddu brays later.

Camera: Pan left to right following the characters.

SFX: Theme music, hitting sound, monkey scream sound, donkey bray sound.

Cross fade

Scene 2: Ext. Jungle - Morning

Under the tree, trees in background.

Action: Daddu relaxes. Monkey finds something on ground.

Camera: Close up on characters.

SFX: Theme music, monkey chatter sound, donkey sound.

Cut to

Scene 3: Ext. Jungle - Morning

Ground with mentos under the leaf.

Action: Monkey moves the leaf and finds mentos.

Camera: Monkey's POV.

SFX: Theme music, monkey chatter sound.

Cut to

Scene 4: Ext. Jungle - Morning

Action: Monkey curious expressions.

Camera: Close shot on monkey.

SFX: Theme music.

Cut to

Scene 5: Ext. Jungle - Morning

Under the tree, trees in background.

Action: Monkey disturbs Daddu by showing him Mentos. Donkey gets annoyed.

Camera: Close up on characters.

SFX: Theme music, monkey says, "Daddu!", Donkey sound. Donkey annoyed sound.

Cut to

Scene 6: Ext. Jungle - Morning

Under the tree, trees in background.

Action: Donkey sleeps. Monkey smells the mentos and eats it. He the gets refreshed.

Camera: Close up on monkey.

SFX: Theme music, monkey sniffing sound, Chewing music, energetic sound.

Camera pan [follows monkey]

Scene 7: Ext. Jungle - Morning

A pathway in foreground, trees in the background.

Action: Monkey starts walking from left to right looking in camera. Deer jumps and passes by. Monkey looks at deer and continues to walk.

Camera: Pan left to right following the monkey movements.

SFX: Chewing music.

Camera pan [follows monkey]

Scene 8: Ext. Jungle - Morning

A pathway in foreground, trees in the background.

Action: Monkey continues to walk. Breaks the branch of a tree. Throws it at the deer.

Camera: Pan left to right following the monkey movements.

SFX: Theme music, Chewing music, tree branch breaking sound. Monkey scream sound (throwing action).

Camera pan [follows the branch]

Scene 9: Ext. Jungle - Morning

A pathway in foreground, a bush in mid, trees in the background.

Action: Deer jumps in the bush. The branch lands in bush. Monkey jumps in bush.

Camera: Pan left to right following the monkey movements.

SFX: Chewing music.

Evolved monkey jumps out of the bush (Homo Erectus)

Scene 10: Ext. Jungle - Morning

A] A pathway in foreground, a bush in mid, trees in the background.

B] A cave of darkness. Snake on a rock in foreground.

Action: Monkey continues to walk looking in camera. Enters a cave full of darkness.

Camera: Pan left to right following the monkey movements.

SFX: Theme music , Chewing music, Monkey happy scream (Jump).

Blackout + Fade In

Scene 11: Ext. Jungle - Morning

A cave full of darkness.

Action: Monkey continues to walk. Tries to strike 2 stones resulting in sparks. Stones catch fire.

Camera: Pan left to right following the monkey movements.

SFX: Theme music , Chewing music, stones striking sound, sparks sound.

Fireburst

Scene 12: Ext. Jungle - Morning

A cave full of darkness with fire light.

Action: Monkey continues to walk looking in camera. Carries the fire torch. Shakes the torch and lights himself on fire.

Camera: Pan left to right following the monkey movements.

SFX: Theme music , Chewing music, fire sound.

Evolved monkey comes out of fire (Homo Sapien - MAN)

Scene 13: Ext. Jungle - Morning

A] A cave full of darkness with fire light.

B] A pathway in foreground, rocks in mid, plain ground in background.

C] A pathway in foreground, trees in mid and a mountain in the background.

Action: Man continues to walk looking in camera with torch in hand. Looks at his evolved body. Stones fall apart. Cylindrical stone rotates. Reaches at the beginning location. Passes Daddu and comes back 2 steps. Daddu chewing grass looks at the man.

Camera: Pan left to right following the monkey movements.

SFX: Theme music , Chewing music, stones falling sound.

Cut to

Scene 14: Ext. Jungle - Morning

Mountains and trees in the background.

Action: Man looks at Daddu.

Camera: Daddu's POV

SFX: Theme music , Chewing music fade outs, Man says, "Daddu!".

Cut to

Scene 15: Ext. Jungle - Morning

Under the tree, trees in background.

Action: Daddu is surprised. Grass falls down from his mouth.

Camera: Close up on Daddu.

SFX: Theme music , Daddu says, "Haain!"

Cut to

Scene 16: Ext. Jungle - Morning

A pathway in foreground, trees in mid and a mountain in the background.

Action: Daddu Brays. Daddu now carries the man in the cart. Man sits relaxed behind. Daddu sees the mentos wrapper on the ground. Stops walking.

Camera: Close up on Daddu. Camera pull back.

SFX: Theme music, Chewing music, hitting sound, donkey bray sound.

Cut to

Scene 17: Ext. Jungle - Morning

Action: Mentos wrapper on ground.

Camera: Daddu's POV, camera unstable.

SFX: Theme music, NARRATOR: "Mentos!"

Cut to

Scene 18: Ext. Jungle - Morning

A pathway in foreground, trees in mid and a mountain in the background.

Action: Man hits Daddu. Daddu continues to walk. Pack shot of Mentos.

Camera: Pan left to right following the characters.

SFX: Theme music, NARRATOR: "Dimag ki Batti jalade!", hitting sound, donkey bray sound.

Blackout

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RTR2020-003

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