

Storyboard Overview

Scene 1: The Ascent - A man is climbing a rugged mountain rock, embodying the struggle against physical and mental barriers.

Scene 2: The Struggle - He loses his grip and drops slightly, with a VO exclaiming, **'Hey you! The one that never gives up!'**.

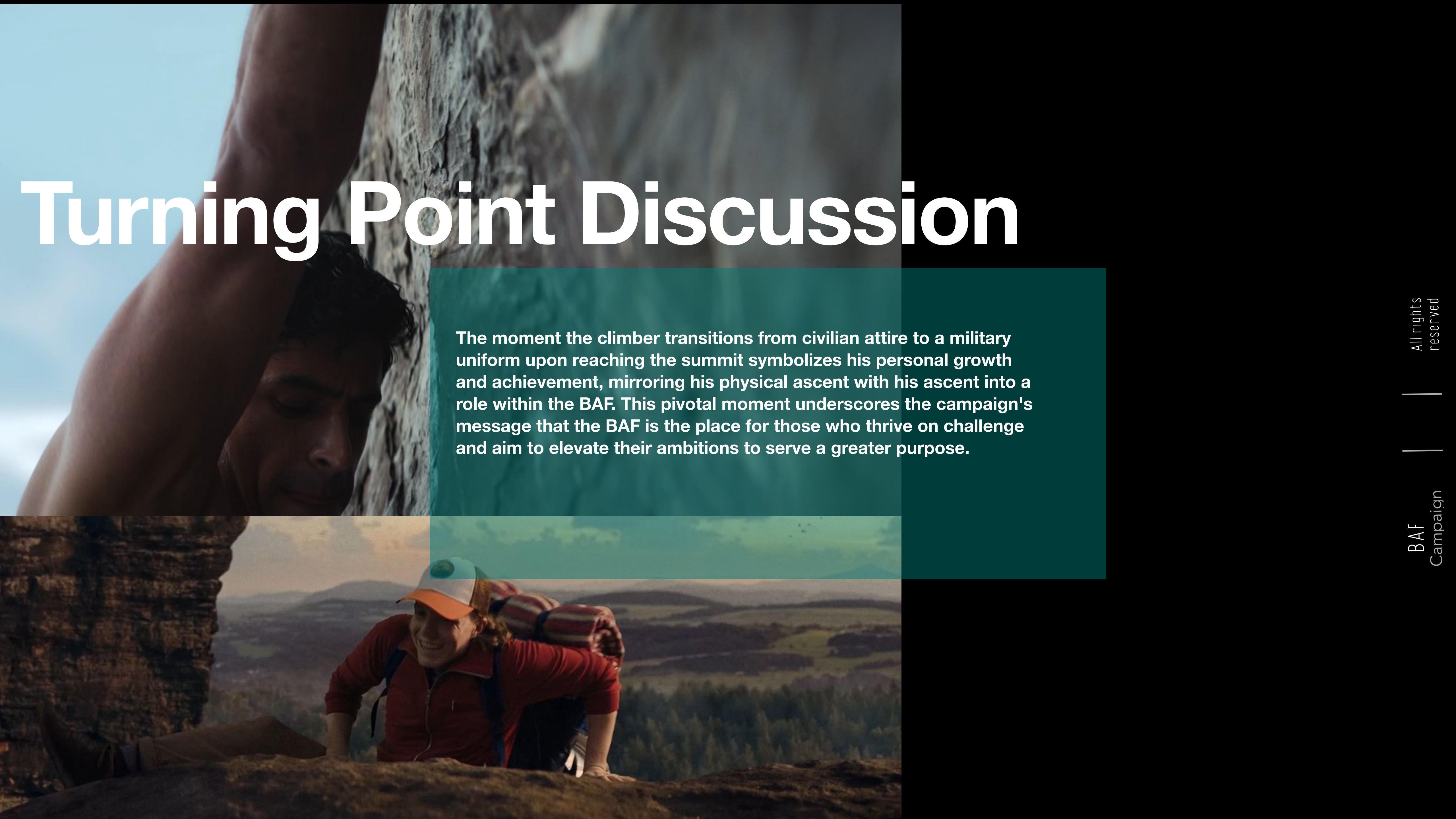
Scene 3: The Triumph - He regains his grip, climbs upward with renewed determination.
vo: **'You will do the best you can, when you do it for your country.'**

Scene 4: The Transformation - Upon reaching the summit, he pulls himself over the edge to find himself in a military uniform, symbolizing his readiness and strength.



All rights reserved

BAF Campaign



Turning Point Discussion

The moment the climber transitions from civilian attire to a military uniform upon reaching the summit symbolizes his personal growth and achievement, mirroring his physical ascent with his ascent into a role within the BAF. This pivotal moment underscores the campaign's message that the BAF is the place for those who thrive on challenge and aim to elevate their ambitions to serve a greater purpose.

All rights reserved

BAF
Campaign