


A young man with short dark hair, wearing a brown jacket over a blue shirt, is shown in profile, aiming a dart with a red fletching. He is in a dimly lit bar or pub, with several colorful, star-shaped neon lights hanging in the background. Other patrons are visible in the blurred background.

The Eagle's Eye

A close-up shot of a soldier wearing a black helmet with a clear visor. The soldier is looking directly at the camera with a serious expression. The background is out of focus, showing some greenery and a building.

The Eagle's Eye is a key story segment in our campaign designed to vividly illustrate the transition from civilian life to a meaningful military role within the Bulgarian Armed Forces (BAF). This narrative focuses on a young man whose casual prowess in a game of darts symbolizes potential skills that can be harnessed for national service.

All rights reserved

BAF
Campaign

Storyboard Overview

Scene 1: Casual Setting - The scene opens in a lively bar where our protagonist, a young man, is playing darts.

Scene 2: The Dart Throw - A close-up on his eyes, then his hands as he takes a precise throw.

Scene 3: The Transformation - As he adjusts his hat, the setting shifts to a military shooting range, and his hat turns into a military helmet.

Scene 4: Military Realization - Now in full military attire, he aims at a target.

Scene 5: Call to Action - He looks to the camera, with a voice-over encouraging viewers to join the BAF.