













BAF

Campaiqn









# Goal

## Motivating the Youth Through Symbolism and Empowerment

Our primary goal is to create a motivational video that resonates powerfully with young Bulgarians. We aim to inspire, not to depress, touching our audience with a mix of uplifting visuals and meaningful content. This campaign may skillfully incorporate national symbols such as the flag and anthem, along with universal themes like motherhood, to evoke deep emotional connections. The narrative communicates that joining the army strengthens individuals physically and mentally, providing a platform to fully realize and harness their talents, making military service a pathway to empowerment and purpose.



# Mood

## Realistic and Relatable Yet Cinematically Uplifting

The tone is grounded and sincere, with a cinematic quality that draws viewers into the everyday lives of the characters. In civilian scenes, colors are softer, and lighting is natural, creating relatability. Transitioning to military life, visuals become sharper, with a more defined and robust color palette, symbolizing transformation and empowerment. Overall, the mood is uplifting and inspiring.