







B.A.F

Campaign









The Climber

The Climber is a story segment showcasing resilience and determination, tailored to attract individuals who relish overcoming challenges. This narrative captures a man's gritty climb up a mountain rock, emphasizing the qualities of persistence and tenacity required in the Bulgarian Armed Forces (BAF).

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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.



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