







BAF

Campaiqn





The Sportsman - The One Who Wants to Go Further

Introduction: 'The Sportsman' segment targets individuals with exceptional physical abilities and a drive to push their limits, demonstrating how athletic discipline and endurance can be integral qualities in the Bulgarian Armed Forces (BAF).

Storyboard Overview: A young man is seen running on a track, showcasing speed and endurance with a VO that exclaims, 'Hey you! The one who wants to go further!'. As he crosses the finish line, the scene shifts to him sprinting across a field in a military exercise, now in uniform.

Turning Point: The transition at the finish line into a military scenario symbolizes the application of his athletic prowess to military objectives, highlighting his role in operations requiring physical performance.

The Computer Genius

The Keyboard Virtuoso

Introduction: 'The Computer Genius' focuses on an individual with exceptional technological and problem-solving skills, illustrating the critical role of cyber capabilities in modern military operations.

Storyboard Overview: A young woman is focused on multiple screens, solving complex code challenges. The VO remarks, '**Hey you! The keyboard virtuoso!**'. The camera zooms out to reveal she is now operating in a high-tech military cyber command center.

Turning Point: Her transition from a civilian tech workspace to a military cyber command emphasizes how her skills are vital for national security, reflecting the integration of her capabilities into broader defense strategies.