

















BAF

Campaign









# The Thrill Seeker

The Thrill Seeker is a captivating segment of our campaign designed to attract individuals with a penchant for adventure to the Bulgarian Armed Forces (BAF). This story illustrates how the exhilarating experience of parachuting can translate into a fulfilling military career.



# Storyboard Overview

**Scene 1: Preparation for the Jump** - Inside a small plane, focusing on a young woman gearing up.

**Scene 2: The Leap** - She jumps, with a VO calling out, 'Hey you! The thrill seeker!'.

**Scene 3: Free-Falling** - Intense free fall with VO continuing.

**Scene 4: Transformation in the Sky** - She pulls the parachute, transforms into military uniform.

**Scene 5: Call to Action** - Gracefully descends in military gear, VO concludes, 'Give your passion a greater purpose. Join the Bulgarian Armed Forces.'