

Campaign Message

Discover the Opportunities to Become Your Best Self!

"Bulgaria is home to many young individuals who possess the right mindset to join the BAF but may not be aware of this path due to a declining interest in military careers and the unattractive image of the BAF. This campaign aims to change perceptions by highlighting the secure and professional environment the BAF offers, where young Bulgarians in search of their calling can realize their potentials and pursue their ambitions. The message is clear: many young Bulgarians already have what it takes for a successful career in the BAF. This chapter of the campaign seeks to inform and inspire, showing the BAF not just as a career option but as a platform for personal and professional development, where they can truly become their best selves."

This chapter helps bridge the gap between potential recruits' current perceptions and the realities of a career in the BAF, focusing on empowerment, opportunity, and personal growth.

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.