









B.A.F

Campaign







The Mechanic



The Mechanic is a story segment focused on a woman with exceptional mechanical skills, tailored to attract individuals who excel in technical and hands-on fields. This narrative demonstrates how everyday mechanical skills can be transformed into vital capabilities within the Bulgarian Armed Forces (BAF).



Storyboard Overview

Scene 1: In the Garage - A woman is intently repairing a motorbike in her garage, showcasing her skill and focus.

VO: 'Hey you! The one who talks to engines!'

Scene 2: The Skill Demonstration - She selects a tool and uses it to adjust something inside the motorbike, successfully revving the engine.

VO: 'You will do the best you can, when you do it for your country.'

Scene 3: The Transformation - As she closes the lid of the motorbike, the scene cuts to her in an army uniform, completing a similar action on a military vehicle. She dusts off her hands in a gesture expressing a job well done.

