

Pocari Sweat – Category Video (Sketch Animation)

| Voiceover | Sketch / Visual |
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| Pocari Sweat Jingle | Pocari Sweat logo and can |
| In the UAE heat, you can get thirsty really quickly. And if you don't hydrate yourself adequately, you will not only lose water but also essential IONs from your body... | Man walking in the heat, sweaty and tired, losing ION |
| ...which can even lead to a heat stroke! | Show him having a heatstroke |
| So when you walk into any supermarket looking to quench your thirst, what do you notice? | Supermarket - the man enters and looks towards the beverages shelf space |
| There are so many options available - Soft drinks | Zoom into the shelf space - Show soft drinks - cans and bottles |
| But they have carbonates! | Show carbonates |
| Energy Drinks | Show energy drink cans |
| But those have caffeine! | Show caffeine |
| Water | Show water bottles |
| But water does not contain the IONs you lost! | Show no ION in water |
| So which one is right for you? None! | Man looking confused and thinking "NONE!" |
| Except one - Pocari Sweat! BECAUSE | Sketch of his sight moving to Pocari Sweat <i>(first-person view? ; show effect for emphasis)</i> He takes a bottle of Pocari Sweat |
| Pocari Sweat helps you replenish water and important IONs that you lose while sweating | The man drinks Pocari Sweat ION move from Pocari Sweat bottle to his body |
| Pocari Sweat has no carbonates, no caffeine, no artificial colors & no preservatives! | <i>(Visual to be suggested)</i> |
| Everyone can have Pocari Sweat! | We show characters of all ages and pregnant women drinking Pocari Sweat. (Text: Rehydrate your body with ION) |
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