

Client : XEROX

Product :Self Erasing Paper (The paper erases itself in 24 hrs to be re-sused for printing)

Title : Short Lived Truth, long lasting paper

Length : 20 secs

Open in a paper kept on a table. The setup is retro and black and white. The paper has the following matter written:

“Titanic is unsinkable”

The paper is seen flying in broad day light and then falls in a swimming pool in a house.

Screen re-opens with night setup in the same swimming pool but this time the scene is contemporary with coloured items. We see the footsteps of a man walking by the pool who picks up the paper from the water.

As he is picking up, we see the matter getting wiped off (sinking) like paint (animated) in the water and it is white and blank when completely out of water.

Voice over (deep voice): Short lived truth, long lasting paper!

The camera zooms on the paper which revolves and comes on the screen with “XEROX SELF ERASING PAPER” printed on it and “*wipes print in 24hrs*” printed letter by letter in lower fonts below the paper.

(This can be run as a campaign with a number of untrue facts and corresponding setups)

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Length : 20 secs

Open in a paper kept on a table. The paper has the following matter printed:

“WTC is the fourth tallest building in the world!”

The paper slips away from the table.

We see it flying across the room, going to the doorway and then to the living room where it rests on the sofa. The camera slowly moves towards the paper to refocus on what is written.

Segue to night when we hear some voices at the door. The door is unlocked and the light is switched on.

Someone walks towards the sofa and finds the paper.

We see the paper is picked, is being taken to a room and placed on the printer hold. The paper is blank now.

Voice over (deep voice): Short lived truth, long lasting paper!

The camera zooms on the paper, the background is blacked out and we see “XEROX SELF ERASING PAPER” printed on the paper and “wipes print in 24hrs” printed letter by letter in lower fonts below the paper.

TVC

30 secs

“Truth”

The TVC is an audio visual narrative motion film. It is supported by a subtle background score.

The film opens on a magazine page (right page) which says:

“India in the 21st Century” and there is a small article below the title (illegible to the audience). A hand turns the page (just the way you would when skimming through a magazine attentively).

“Poverty Pride”. The next page (behind the one in the first frame) shows a great shot of poor, half dressed men and women.

The hand again turns the page.

“The future of India”. There is a collage shot/collection of images. One shot shows a begging child but smiling for the camera. Another shot shows three children carrying rags on their backs and smiling at the camera. Another picture shows a very young, ruggedly dressed boy carrying cutting chai. The hand turns the page.

“Paan Wala’s Son becomes an IITian”. A small passport size image of Vivek with an article.

The hand rests on the page and the magazine is closed. The person reading the magazine sighs. Camera zooms out and Vivek is holding the magazine in his hand.

“I did not want my story to be the story of heroism

I wish my story was the triumph of education

I wish, my story was the story of no-child-labor

I wish my story was the truth of every Indian”

Educate India. Say no to Child Labor

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