

ANTI MALARIA AD 1

WRITTEN BY

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Opening scene / shot: A picturesque view of a rural African village, with children playing, men conversing with friends, and women carrying baskets on their heads, and some busy with other chores outside. Suddenly, the happy scene is interrupted by the sound and sight of a young girl coughing and stepping out of the hut, looking nauseous.

VOICEOVER: Malaria is a deadly disease that affects millions of people every year, especially in sub-Saharan Africa.

On camera: *We see the young girl laying in bed, her mother sited beside her looking worried, while the father is seen standing behind the mother trying to console her while looking worried himself.*

VOICEOVER: Malaria is caused by the bite of infected mosquitoes, and if left untreated, it can lead to serious complications, such as brain damage, organ failure, and even death.

On Camera: *a doctor enters the room carrying his equipments, and a nurse beside him with a medical tray.*

DOCTOR: Don't worry; we have a new weapon in the fight against malaria. Introducing {Name of Anti Malaria drug}, the ultimate anti-malaria drug.

The doctor takes up a pack of the drug from the medical tray and displays on the screen, while the camera focuses on it.

We see a close-up of the anti-malaria pill being placed in the girl's mouth.

VOICEOVER: {Name of Anti Malaria Drug} combines the latest technology and medical knowledge to provide the most effective treatment for malaria.

Cut to a scene of the girl playing with her friends by the river, free from the disease.

VOICEOVER: Malaria Warrior not only cures malaria but also helps prevent it. So, you and your family can enjoy life without worrying about getting sick.

Cut to scene where the family is seen sleeping under a mosquito net.

VOICEOVER: And, with simple measures such as sleeping under insecticide-treated bed nets, you can protect yourself and your loved ones from malaria.

Closing shot: *The girl smiling and playing with her friends*

VOICEOVER: Malaria may be a common illness, but together, we can fight it. Choose *{Name of Anti Malaria Drug}*, join the fight against malaria.