

# Mini campaign - Fmcg

Nadir..Brings back your youth.

## Video 1:

**Shot 1 (The Confrontation):** Extreme close-up of the man's eyes. His features are incredibly serious. He glances out of the corner of his eye with a quick, sharp movement.

**Shot 2:** A whip pan or a Harsh cut to an extreme close-up of the woman's eyes. She matches his energy, and her eyes dart toward him in a quick movement.

**Shot 3:** Cut to a wider shot. We see them wearing very elegant, sharply tailored formal suits. They are standing in the middle of a chaotic, brightly colored amusement park, staring at each other with intense focus and sharp looks, while children run around behind them in the background.

**Shot 4:** The man places a professional, sleek briefcase on a bench or an arcade machine and opens it. The camera cuts to a high bird-angle shot looking inside the briefcase; packed with ice, holding perfectly chilled bottles of "Nadir" juice.

**Shot 5:** They both pull out a bottle at the exact same moment in perfect synchronization, lower side profile of them twisting off the caps, and a close up of each one of them taking a sip.

**Shot 6:** eye level angle Shot of the woman sitting on a carousel. sitting with a perfectly straight back, the briefcase in her lap, and her facial expression is completely deadpan. She takes a sip of "Nadir" juice with absolute coolness as the horse goes up and down with her.

**Shot 7:** The man is standing at one of the amusement park games specifically the Hammer game. He rolls up the sleeve of his suit jacket, , takes a sip of "Nader" juice, and hits the base of the game with intense power with his hammer.

**Shot 8 (Quick Montage):**

- The woman driving a bumper car fiercely with one hand, holding the juice in the other.
  - The man enthusiastically wins a giant teddy bear.
- Both of them are sitting on a small bench in the amusement park, clinking their "Nadir" bottles together (cheers-ing) with completely deadpan facial expressions.

**Shot 9:** back shot when They are walking away from the camera, exiting the amusement park. The man is carrying the giant stuffed toy slung over his back, and the woman is holding her juice.

**Text appears on screen:** Nadir... takes you back to the good old days.

## Video 2:

**Shot 1:** Close-up of a dirt ground (a local street soccer field). We see an old, scuffed-up soccer ball. Suddenly, a red high heel shoe steps on the ball with absolute confidence and power

**Shot 2:** The camera slowly tilts up from the red heel. We see the woman wearing an unconventional mix: a vintage soccer jersey tucked into formal suit pants or an elegant skirt. Her features are cold and deadpan like a fashion model, and the wind blows her hair in slow-motion

**Shot 3 :** Low-angle shot of the man. He is wearing a full, sharply tailored formal suit, but underneath the suit, he is wearing soccer cleats (studs). He adjusts his tie or the collar of his suit jacket with one hand, and his eyes look at the camera with a deadpan, challenging glare completely expressionless

**Shot 4 :** The camera cuts to a wide shot. They start passing the ball back and forth. The movement is fast and professional, but their body movements are comically stiff and formal. The woman passes the ball with the heel of her red shoe, and the man traps the ball on his chest, then calmly brushes the dust off the shoulder of his suit jacket

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**Shot 5 (Break Time - The Juice Reveal):** The sound of a referee's whistle (but we don't see the referee). They both stop suddenly at the exact same moment. They walk with synchronized steps toward the sideline. There is a luxurious, vintage cooler placed on two bricks

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**Shot 6:** The woman opens the cooler. She pulls out two ice-cold bottles of "Nadir" juice (condensation dripping down the bottles). She hands one bottle to the man

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**Shot 7 :** Medium shot of the two of them standing back-to-back in the middle of the dirt field. They open the bottles and take a long sip. Their expressions are still deadpan, but their eyes hold a look of victory

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**Shot 7:** The man does a freestyle trick with the ball (juggling it) while drinking the juice, his eyes closed in mild enjoyment, but his face remains completely deadpan

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**Shot 8 (The End):** Both of them are sitting on the vintage cooler in the middle of the empty field, one looking to the right and the other looking to the left. They clink the bottles together (cheers-ing), and we hear the sound of the glass

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**.Text appears on screen in a classic font:** Nadir... brings back your energy