

Mini campaign - Fmcg Nadir.. Finals Wreckage

Video 1: The Study Meltdown

Shot 1 : Extreme close-up of a student hunched over a desk piled high with books and papers. The lighting is warm and dim, highlighting his stress as he rubs his temples. Ambient sound of a ticking clock and a heavy sigh. A deep, smooth Voice-Over (VO) breaks the silence: "Tired?" (تعبان؟).

Shot 2: A whip pan to a tight shot of his face. He pauses, looking up in complete confusion, eyes darting left and right.

Shot 3: Cut to a wider angle. He stands up abruptly, scanning the room with genuine panic. He checks behind a curtain and under the desk, mouthing, "Who is that?" (منو يحجي؟).

Shot 4 : Handheld, slightly shaky camera tracks him as he backs away from the desk into the center of the room. VO asks: "World not going your way?" (الدنيا قافلة وياك؟).

Shot 5: He spins around, entirely disoriented, gesturing wildly and arguing with the ceiling: "Where are you?! Show yourself!". VO continues: "Studying and not prevailing?" (تقرا ومدا تستوعب؟).

Shot 6: The camera stops following his erratic movements and executes a smooth pan back down to the desk.

Shot 7 : The camera settles on a perfectly lit, ice-cold bottle of "Nadir" juice. A crucial rack focus occurs: the condensation on the bottle becomes razor-sharp in the foreground, while the flailing, frantic student becomes completely blurred in the background.

Shot 8: The smooth VO returns, completely ignoring the background breakdown. We hear the crisp "ding" or the refreshing sound of juice pouring.

Text appears on screen: الصوت الوحيد اللي تحتاجه هسة. نادر. (The only voice you need right now. Nadir.)

Video 2: The Gamer's Paranoia

Shot 1 : Extreme close-up of a guy bathed in the harsh glow of dual monitors, wearing a heavy gaming headset. One hand aggressively mashes an RGB keyboard; the other flicks a mouse. A loud "Defeat" sound effect plays. He throws his head back against his tall chair and shoves the keyboard away with a groan.

Shot 2: Harsh cut to a close-up of his face as a deep, smooth VO interrupts: "?"
(دتخسر؟).

Shot 3: His eyes snap open. He slides one ear cup of his headset off, sitting up straight and looking left and right with total confusion.

Shot 4 : Cut to a wider angle showing the messy desk. VO asks: "Sniped from out of nowhere?" (انغدرت بأخر زون؟). He pushes his rolling chair back violently, yanks his headset off, and ducks under the desk to check behind the PC tower, mouthing:
"Is someone watching me?" (منو ديرا قبني؟).

Shot 5: Handheld, slightly shaky camera follows him as he leaps up, completely abandoning his match, spinning around the room. VO continues: "Rank dropping and stress rising?" (التقييم ينزل والضغط يصعد؟).

Shot 6 : He points his fingers at the ceiling, swatting at the air and yelling at the invisible narrator: "يمعود عوفني! شنو لزكت؟؟".

Shot 7: The camera smoothly pans away from the panicked gamer, settling on the edge of the gaming desk right on the RGB mousepad.

Shot 8 : Another crucial rack focus: the camera locks sharply onto a perfectly lit, condensation-covered bottle of "Nadir" juice. In the blurred background, the gamer is visible physically holding his internet router up in the air, inspecting the cables for the voice.

Shot 9: The smooth VO returns, unfazed by the chaos. The crisp, refreshing sound of a bottle cap popping plays.

Text appears on screen: "The only revive you need right now. Nadir." (الريفائف الوحيد)
(اللي تحتاجه هسة. نادر)

Photo Designs: Finals Wreckage Expansion

Design 1: Total System Failure

- **The Visual:** Overhead shot (birds-eye view). He has completely slid off his gaming chair and is lying flat on his back on the floor beneath his desk, arms spread wide. His heavy headset is tossed next to him, and the RGB mouse dangles off the edge of the desk above. An ice-cold Nadir juice bottle lays next to him. He is staring straight up into the camera lens with eyes completely empty of hope.
- **Lighting & Composition:** Harsh, colorful RGB glow from the PC tower casts dramatic shadows on the floor, emphasizing the "Game Over" feel.
- **The Floating Text:** "انغدرت بأخر زون؟"

Design 2: In-Game Cover

- **The Visual:** An ice-cold, condensation-heavy bottle of Nadir juice sits on the living room coffee table in sharp focus. In the softly blurred background, the gamer is completely panicking, crouched behind the living room sofa and treating it like tactical in-game cover.
- **Lighting & Composition:** Low-angle shot from the coffee table, prioritizing the product while telling the story in the background.
- **The Floating Text:** "محتاج ريفائف.. لو تبريد؟"

Design 3: The Ice Pack

- **The Visual:** The student is sitting at his desk, surrounded by an intimidating tower of study binders (ملازم). Instead of holding a pen, he holds an icy, unopened bottle of Nadir juice pressed flat against his cheek. He is using it purely as an ice pack for his overheated brain, staring deadpan directly into the camera lens.
- **Lighting & Composition:** Warm, slightly dim desk-lamp lighting. Perfectly centered framing.
- **The Floating Text:** "تقرا لو صافن؟"

Design 4: The Lifeline

- **The Visual:** He has fully given up. He is sitting on the floor leaning against the base of his desk. He is clutching the Nadir juice bottle tightly to his chest with both hands like a teddy bear or a lifeline. He gives the camera a completely blank, "my soul has left my body" stare.
- **Lighting & Composition:** Shadowy, dramatic lighting to emphasize his complete defeat and isolation.
- **The Floating Text:** "الدنيا وكفت يمك؟"