

THE BRITISH ARMY: CONFIDENCE THAT LASTS A LIFETIME

TV ADVERT TRANSCRIPT

BY KARMARAMA, PART OF ACCENTURE INTERACTIVE

<In the middle of a vast landscape, five soldiers walk in line. We focus on one man. There is sweat beading on his brow, and grit on his face, but his chin is up, and his gaze is steady. There is determination in his face.>

VOICEOVER:
**Where does confidence come from? How
you look?**

<Out of nowhere, a personal trainer appears, running alongside him. His bulging, grotesque muscles show he has gone beyond normal fitness, and into steroided-up body vanity.>

BODY BUILDER:
**Hey little man, look at me. This could be you
in just six weeks. Guaranteed results fast.
Get ripped with my workout plan. Instant
gains guaranteed.**

<The bodybuilder disappears.>

VOICEOVER:
Quick hits?

<Next our soldier is surrounded by three people on a night out. Their voices echo.>

PARTY PEOPLE:
**Yes, yes brother! You are coming out tonight.
We are gonna have an absolute belter. Just a
quick drink for the road my man? This is mad
man! Are you feeling it? It's so good to see
you.**

<The soldier, shakes his head wordlessly, focusing on the path in front. They disappear.>

VOICEOVER:
Fast Fashion?

<A Youtuber, dressed in a garish tracksuit and trainers, catches up with him. They open a shoe box to show our soldier the latest pair of brand-new fashion trainers.>

YOUTUBER:
**Whatsup my man, you already know what it
is. And today we're unboxing some fresh
heat. Take those dusty creps off of your feet,
man. Nah? Okay, this is the hottest drop of
the year. Don't forget to subscribe.**

<The Youtuber disappears. Our soldier glances back at where he was.>

VOICEOVER:
Instant likes?

<Unseen phone starts ringing and vibrating. Notification after notification after notification announces itself. Our soldier looks around in confusion and slows down. Another soldier appears and pats him on the helmet.>

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SOLDIER 2:
Come on mate, you're nearly there.

<Reinvigorated, our guy picks up the pace once again and forges onwards, more resolute than ever. The camera pulls out showing the vast landscape around him and we see he's running with a section of soldiers by his side. In the distance ahead of them we hear the muffled sound of gunfire.>

VOICEOVER:
Lots of things can give you confidence, for a little while. But confidence that lasts a lifetime? There's one place you'll find that.

<Title: Find confidence that lasts a lifetime.
Logo: ARMY BE THE BEST
Find where you belong. Search Army Jobs.>