

Script 1

Title: "You got to bounce"

See:	Hear:
<p>We see 2 well-dressed black businessmen walking through a busy Lagos street together... One is the Airtel man... (AM)</p> <p>Quick cuts: AM talking on the phone /at his desk with his fingers steepled/swings out of the chair/ street scenes/street vendors/ fast cars/ sharp women/traders/ back to AM walking with companion....</p> <p>AM swings phone out of his pocket, and while he talks and walks we see him manipulating his conferencing facility with several people...</p> <p>His companion has also answered a phone and is talking when another phone rings....he is trying to manipulate both phones in his hand, when another one rings / he brings it out from an inner pocket and tries to balance it against his other ear, listening while talking to the other caller / the other handset has a voice trying to attract his attention / he is sweating /</p> <p>Cut back to AM who is coolly finishing his conference call with his colleagues/business associates, and looks over at his companion who is</p>	<p>BMV/O:</p> <p>So... in today's challenging business environment they say you really have to have your sh*t together...challenge the limits....stay ahead of the game, or that could be a game-changer for you...</p> <p>You've got to have positive energy, commitment, tenacity, vision....all while staying on your toes, sorting out the men from the boys...and separating the bull from the buzzwords....</p> <p>And while all this is buzzing around in your head... you're thinking you need the right mojo to be sharper, because you want to be the sharpest...</p> <p>But, the way I see it, to succeed in this competitive world, you need the best business solutions...and that's where Airtel comes in...</p> <p>Airtel Smart Conferencing gives me on-demand conferencing on the go...whether I'm talking to 5 people or 15, all at once, all over the world...on just my mobile phone...</p>

<p>loosing the plot/ companion tries to loosen his tie and drops one phone which shatters, as he bends to pick it up, the other one slips out of his hands</p> <p>The AM slips his phone back into his suit jacket, rounds the corner and steps into his limo</p>	<p>So I make decisions faster, react quicker, pay less, stress less...and get more sleep...</p> <p>While on the other hand, some people haven't even started looking for the right business partner yet.</p> <p>Airtel Business Solutions</p> <p>Let's Do Business</p>
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Script 2

Title: "Cloud Cupboard"

<p>See:</p> <p>We see 2 well-dressed black businessmen walking through a busy Lagos street together... One is the Airtel man... (AM)</p> <p>Quick cuts: AM talking on the phone /high rise buildings/ sun glinting of windows high above / reflecting light onto his sunglasses / street action/business people getting out of a car/ a woman walking past turns to stare at AM walking with his companion....</p> <p>AM swings phone out of his pocket,</p>	<p>Hear:</p> <p>BMV/O:</p> <p>So, listen, we're talking smart business solutions... in today's fast-moving business world... you have to have them to seize the day and gain the edge...if we don't, we may as well be walking on a ledge...yeah...</p> <p>The thing about smart business solutions, it's usually to do with new technology...which is the code word for stuff like clouds...which actually has nothing to do with rain, snow or hail...</p>
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looks up at the sky at a wispy cloud, and calls up his website on the phone screen...

His companion has answered his ringing phone and now begins to grapple with the computer bag he has on his shoulder / he pulls it off and tries to unzip it while balancing the phone against his ear and shoulder, he fumbles inside the bag and brings out a file with documentation in it

Cut back to AM who is coolly accessing his files on his cloud service and emailing them to the person who needs them...

He looks over at his companion who is losing papers from the file as he walks, talks and tries to see what document he is looking for, he is leaving a trail of papers behind him that he doesn't see / the sweat is pouring from his face

The AM slips his phone back into his suit jacket, takes out his keys, unlocks the door of a Rolls Royce Silver Cloud, and slips in behind the wheel

Airtel has a **bouquet** of Cloud services, which has nothing whatsoever to do with flowers...but everything to do with ensuring your business **"arrives"** ...

You need to be on the Web, that's what gives your business a 'presence'... and Airtel's website builder helps you do that in a jiffy...

You also get your own cloud...Now the thing about having your own cloud is you get to store all your important documentation in one secure space, like a locked cupboard and... you can access it 24/7, come rain or shine...

How smart is that...

Some people, however, are still living under a cloudless sky, carrying the world on their shoulders.

Crazy isn't it.

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Script 3

Title: "Lift to the top"

See:	Hear:
<p>We see 2 well-dressed black businessmen walking up the front stairs to the entrance of a prestigious high rise building...One is the Airtel man... (AM)</p> <p>Quick cuts: AM takes out his phone and dials a number as he walks up the stairs with his companion / he has style /cut to shoes / tie & jacket / this is a confident man / he stops outside of the lift with his companion sms-ing a message on his phone,</p> <p>His companion takes out another phone and proceeds to try and send another sms / he is looking for an address on his one phone</p> <p>The lift door opens and AM steps in followed by his companion who puts his one phone back in his pocket, he looks for a contact on it, is unsuccessful and puts the phone into another pocket, pulling out the second one to try and find a contact...</p> <p>AM looks down at his phone, looks for something, finds it, checks it, and presses a single button</p>	<p>BMV/O:</p> <p>I once read a quote once from a famous businessman, somewhere, that to succeed you have to constantly expose your business to self-analysis...</p> <p>You have to be honest and see where your business needs help, a little shove here, a little adjustment there, and do it...that's how you stay on top...</p> <p>Now I realized a while ago, that I needed to send out lots of messages and promotional stuff to my customers... regularly... and I mean all my customers... and I especially mean regularly...not just when I think about it or remember... that doesn't bring the bucks in...</p> <p>So I started using Airtel's Bulk SMS business tool... what a brilliant idea! With just one touch of a button, I can send countless messages to all of my customers, all at the same time...</p> <p>They're loaded into a server in my office and they're just sitting there... ready and waiting for my golden touch!</p>

<p>He checks the screen again and smiles to himself, then looks at his companion</p> <p>His companion is now switching phones in his pockets and trying to sms on one, while looking for a contact on another / the phone he is smsing on begins to ring / he now has 2 phones in his hand and drops one... the lift door opens and he stumbles out...</p> <p>Cut back to AM who is coolly travelling to the floor above, the door opens, he steps out onto a helipad, and climbs into the waiting helicopter. We see him fly away</p>	<p>Best of all, it costs 50% less than standard sms's, so I'm sending out at least double the messages I sent out before, at half the price... good move...</p> <p>While some people's businesses... well never quite get off the ground, because they're too busy looking for their contacts, to look for clever business solutions.</p> <p>Airtel Business Solutions</p> <p>Let's Do Business</p>
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Script 4

Title: "It's a maze out there"

See:	Hear:
<p>C/U on the face of a man in a suit running blindfolded... camera pull back to see he is running in a maze...</p> <p>He is bumping into other businessmen and women all blindfolded, running in different directions to find their way out</p> <p>As he runs forward, he pulls the blindfold off continuing to run...the</p>	<p>BMV/O:</p> <p>Today's business world is complex, frightening and challenging without the right business partner to make it simpler, quicker and smarter...</p> <p>That's why Airtel make it their business to find solutions to grow and empower yours, whatever your specific needs...</p> <p>Like Office-In-A-Box, it's the ideal solution for small and medium</p>

number of people have dropped back, they are all dropping back...

He round a corner and the maze begins to open out into a busy street in Lagos... he looks behind him and smiles and he jogs off

businesses that need cost effective Internet connectivity and voice services, from a single device.

Airtel's global might will help you help grasp new opportunities, boost operating efficiencies, minimize costs and maximize your resources...

Without Airtel to give you the edge, you may as well be running around in a maze.

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