

**Script 1 “Blindfold”**

**Title: “It’s a maze out there” (ORIGINAL)**

<b>See:</b>	<b>Hear:</b>
<p><b>C/U on the face of a man in a suit running blindfolded... camera pull back to see he is running in a maze...</b></p> <p><b>He is bumping into other businessmen and women all blindfolded, running in different directions to find their way out</b></p> <p><b>As he runs forward, he pulls the blindfold off continuing to run...the number of people have dropped back, they are all dropping back...</b></p> <p><b>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</b></p>	<p><b>BMV/O:</b></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 <b>yours</b>, whatever your specific needs...</p> <p>They use their global might to help you grasp new opportunities, boost operating efficiencies, minimize costs and maximize your resources...</p> <p>Without those solutions to give you the edge, you may as well be running around in a maze.</p> <p>Airtel Business Solutions</p> <p>Let’s Do Business</p>

**Script 2**

**Title: Reference Campaign (MULTIPLE PRODUCTS)**

<b>See:</b>	<b>Hear:</b>
	<b>BMV/O:</b>

**We see a wide shot of a truck beginning to roll out of a truck yard... camera pulls back to show the truck is being watched through the windows of an office overlooking the truck yard...camera moves in closer with difference angle to reveal Mrs. Boni (dressed in a ladies' business suit) on her cell phone looking out over her yard...**

**She reaches over to adjust the air conditioner... camera zooms in to use air conditioner as a transition into an air conditioner in another office**

**Pull back to see Mr. Mbizo shaking hands with customers over a deal in his office... as they leave and he sits down at his computer...camera zooms in again to use the computer as a transition into another computer screen showing a construction drawing ... as the camera pulls back we see it is Mr. Mbizo working on his computer... he lifts his hand to his chin...camera zooms in on his hand and transitions into Mr. Zonke's hand reaching down from his chin to pick up a coffee cup next to him...camera zooms out to show him working at his computer on a spread sheet... he leans back, evidently happy with what he has seen on the screen and smiles**

**It would be great if the scene could**

If you're wondering which telecommunications operator you should choose to help you business move forward, perhaps you should consider what Airtel's individually tailored business solutions have done for others...

Mobile Voice enabled Bongi Transport to go the extra mile when the road ahead looked rocky...

And Bundled Mobile Services helped XRZ Air Conditioning keep their cool when the heat was on...

Office-In-A-Box smarter business solutions provided Mbizo Construction with a strong, unbreakable foundation when things could have crumbled...

And Zonke Med achieved a healthier outlook with Airtel National Leased Line...

So perhaps it's time you turned to Airtel to give your business the edge, in this highly competitive world.

<p><b>close with the camera moving into an Airtel desk calendar or such like (not cheesy, just something a businessman might have on his desk from a brand he uses)</b></p>	<p>Airtel Business Solutions</p> <p>Let's Do Business</p>
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**Script 3 Good to Great**  
**Title: " Big dreams " (OFFICE-IN-A-BOX)**

<b>See:</b>	<b>Hear:</b>
<p><b>Camera opens on a CU of a little hand shakily painting dials and gears onto the face of an old tyre... camera pulls back to reveal a cute little black kid making his own "flying saucer"... he climbs into the middle and runs with the tyre held around his waist...</b></p> <p><b>Cut to a cute little black girl in a pretty dress, shouting and singing into a megaphone she's found playing in the park... she is hamming it up as though she's making a speech</b></p> <p><b>Cut to a little black kid on his bike</b></p>	<p><b>BMV/O:</b></p> <p>When we were kids we believed we were unstoppable...we dreamed big dreams...</p> <p>And we were always going to be NO.1...</p> <p>The fastest...the smartest...</p> <p>In our dreams our voices would be heard, and we would make a difference in people's lives...</p> <p>We would all be superheroes too,</p>

<p><b>with his little sister on the handlebars...he is wearing his batman costume and he is peddling furiously to a small rock in the park, he jumps off the bike, climbs the rock and jumps to the other side...he emerges having “rescued” his little sister’s doll... we cut to her ecstatic little face</b></p> <p><b>We transition to a businessman in a smart business suit walking through up-market office surroundings...</b></p> <p><b>He is talking on his cellphone and stops outside the door to the boardroom... he ends the call and walks in, there are 2 Arab businessmen and a businesswomen waiting for him...</b></p> <p><b>He walks forward to shake hands...zoom into hands being shaken</b></p>	<p>with super powers...</p> <p>Invincible and brave...</p> <p>We’re no longer kids now...but our dreams are still as big and our ambitions even bigger...</p> <p>We still want to be No.1...</p> <p>Unstoppable, successful and smart...</p> <p>And we can...</p> <p>With the right business partner to provide the smartest, business solutions, tailored to suit our individual business needs...</p> <p>That’s why all smart business entrepreneurs choose Airtel’s Office-in-a-Box, the single device, cost effective solution for complete Internet connectivity and voice in a shared office...</p> <p>So we get the edge.... And we’re unstoppable...</p> <p>But...</p> <p>We always knew were...right?</p> <p>Airtel Business Solutions</p>
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	Let's Do Business
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