



‘Naked’ TVC Script :30

1. We open on a picturesque mid-shot at dusk. An overhead shot of G-Flip as they float in a waterhole in a state of utter bliss. The serenity is broken when a friend jumps off a rock and bombs into the water, creating a huge splash and showering them in the process. Then we cut wide to reveal heaps of their friends in the water, lounging on the rocks.

2. We cut to a reverse shot of the group running out of the water. Their butts are covered with emojis while splashes of water and sparks fill the foreground. The camera then runs back with the group and as they get closer to us one of the guy's emoji begins to fall off but is saved just in time by the person next to them.

3. Inspired by this video (https://www.instagram.com/reel/COf9HudgD4i/?utm_medium=copy_link). We use a portrait frame to both copy and create our own version of Instagram. Four quick cuts of the same person in different Kathmandu outfits. The bang of four loud drums as each cut and outfit change drives up the ‘likes’ on-screen. The last cut is a posed shot of a nude person with a branch perfectly covering their private parts. The likes/love hearts go wild, filling the screen.

4. A close-up shot of upside-down pants and shoes being thrown. Cut to a wide shot of an open forest. There are jackets and pants stretched out on or hanging from the trees. The group collects clothes as they run past, but one of them runs into a tightly stretched-out coat and is completely taken out by it, falling to the ground.

5. We cut to a campground and see clothes, a tent, and camping equipment flying through the air. The group is now joined by dressed campers - in reverse - and we realise our nudists threw the camper's clothing and equipment in the air, inspiring them to join the wildness.

6. Then we cut to one ant sitting on a couch underground watching telly, surrounded by life-sized souvenirs which they are using as furniture - like buttons, zips, pegs, etc. The sound from the television is drowned out by the noise of the group above. The ant grabs an ant-sized broom, aggressively banging the roof.

7. Cut to a reverse shot of the group as they run nude through a sedate small-town

pub, past a couple of locals looking off into the distance. Nobody notices them. And if they do, they don't react. It almost looks like the group is running through a still frame.

8. G-Flip spots the water hole, then we cut to their POV as they run down the hill towards it, stripping off their sunstopper jackets. A 3D Kathmandu logo appears out of the water and we pan up with the logo to the sky.