

Narrative 1.

For progressives

The film opens on Mr. Shah a smart accountant in his office.

His colleagues call him 'Smart Shah' because of the work he does, the way he works, his choices in clothing, his swag, his conversation, etc.

Cut to a new day where he comes to office with a new pair of spectacles. He looks extremely smart wearing them, seems trendy and complementing.

Cut to the office conference room where his boss hands a file over to him and says, "Shah, can you read this out to everyone?"

Shah, adjusting his glasses, fumbles as he attempts to read. He moves the file close to his face, and then farther to his face. The camera freezes, capturing all his colleagues' shocked expressions.

VO: Smart shah lost his smart title, but you have a choice to save yours.

MVO: For the right spectacles choose Lawrence & Mayo, the eye-care expert.

With internationally certified staff, Lawrence & Mayo has been pioneers in the eye care business for over a century. Lawrence & Mayo is also known for their precision in eye testing, a 10-step process which goes a long way caring for your eyes. In addition, they have a plethora of products to offer (we show the 4 pillars in the background, transforming itself to an L&M store)

VO: And what's more? A first time, first fit deal. Visit your nearest L&M store to know more (we show the offer slate as the VO plays in the background).

Narrative 2.

For single vision

The film opens with on Rahul a very “cool dude” in his college. Rahul carry’s himself like he owns the world. His style, his walk, his attitude – everything he says or does only adds to his coolness quotient.

Cut to a new day where he comes to college with a new pair of spectacles. He looks extremely cool wearing them, very trendy and cool.

Everybody is complimenting and he is just enjoying the attention. However, later in the day he was asked to make a presentation in class. Everybody were very eager to listen to him because he is the most confident guy in class. However, when he started it, for every statement he made he kept pushing his spectacles closer to his eyes and it kept sliding off his nose. Because of this distraction he kept forgetting what he had to say.

All his friends are shocked in the background with his disappointing performance. The Camera captures these frozen reactions from everybody.

Rahul was not so cool anymore with his uncool spectacles.

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