

# **POLYCAB BLDC SILENCIO FANS**

**These are fans with sleep mode.**

**the brief:**

**Get homeowners to buy these fans because in sleep mode the fan starts to reduce speed on its own as the night gets cooler, so that one does not have to keep getting up to reduce the fan speed.**

# MARKS

The film opens on a man enjoying his morning cup of tea, ready to go to his office. As he takes a sip, we zoom into his face and see imprint-like lines on his face.

Song kicks in:  
Goood morning,  
It's a very goood morning.

Cut to, his son is brushing his teeth. As he does so, we again zoom in on the kid's face to show that the son too has similar marks on his face.

Goood morning,  
It's a very goood morning.

Cut to, his wife is drying her hair with a towel. As she tosses her hair from one side to the other we zoom into her face as well and see a similar mark on her face.

Goood morning,  
It's a very goood morning.

Super: Last night

Cut to the product window begins.  
From the top we see the man deep in sleep under the fan, lying on his side, peacefully, his hair fluttering.  
As he switches sides, we see deep imprints on his face.  
In a graphical representation we see the fan speed changing from 5, 4, 3... with every hour until it's morning and the boy wakes up with a smile on his face.

VO kicks in.  
VO: Acchi neend chehre pe dikhti hai.  
Sleep mode waala Polycab Silencio,  
BLDC fan jo speed ko automatically control kare.  
Polycab. Ideas Connected.