

The Complete Visual Script

PROJECT TITLE: Snickers – "The Smart Snatch"

FORMAT: 30-Second Commercial

TONE: Dark Comedy, Absurd, Lighthearted

SHOT 1: THE SETUP

- **Framing:** Medium Two-Shot. Low, gritty lighting inside an empty warehouse.
- **Visual Action:** In the foreground, a nervous kidnapper in a blue hoodie frantically types a ransom text on a smartphone. In the background, an untied boy sits calmly on a wooden crate. He is not scared; he has his hand on his chin, frowning and smartly observing the frantic kidnapper.
- **Audio/SFX:** Tense, dramatic thriller music. Fast, clicking sounds of phone typing.
- **Dialogue:** None.



SHOT 2: THE REVEAL & PLAN

- **Framing:** Medium Close-Up on the Boy, transitioning to a Two-Shot.

- **Visual Action:** The boy's stomach rumbles loudly. He sighs, rolls his eyes, and speaks with total confidence.
 - **Audio/SFX:** A cartoonish, loud stomach growl cuts through the dramatic thriller music. The music abruptly stops.
 - **Dialogue:**
 - **Boy (Calm, smug):** *"Uncle, bhookh lagi hai. Mere bag mei kuch hai."*
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SHOT 3: THE TWIST & THE WINK

- **Framing:** Wide Two-Shot sitting on the floor.
 - **Visual Action:** The kidnapper sits on the floor, opens the backpack, and pulls out **two Snickers bars** with a completely shocked and confused expression. Next to him, the boy sits with his arms crossed, breaking the fourth wall by looking directly into the camera lens with a smug smile and a sharp **wink**.
 - **Audio/SFX:** Upbeat, playful, comedic music instantly kicks in. A sharp, magical *"ding!"* The sound effect plays exactly when the boy winks.
 - **Dialogue:**
 - **Boy:** *"tum bhi khao. Bahut mehnat ki hai na?"*
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SHOT 4: THE NEW DEMAND

- **Framing:** Close-Up on the Kidnapper.
- **Visual Action:** The kidnapper takes a massive bite of the chocolate. His angry face instantly melts into pure bliss. He aggressively deletes his text message, dials the boy's father, and speaks frantically into the phone.
- **Audio/SFX:** An exaggerated, hyper-loud **CRUNCH** sound. Comedic music swells.
- **Dialogue:**
 - **Kidnapper (Urgent, obsessed):** *"hello! Beta chahiye to gaadi ki dikki mei snickers bhar ke lao"*



SHOT 5: END SLATE

- **Visual Action:** The Snickers logo slams onto the screen alongside a chocolate bar splitting open to reveal caramel and peanuts.
- **Audio/SFX:** Punchy transition sound.
- **Voiceover (VO):** *"Hunger acche acchon ko badal de. Hungry? Grab a Snickers."*

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