

DEFORESTATION AD

VIDEO (B-roll/Visuals)

Long aerial shot
of dense forest.

Close-up: insect
crawling across a
leaf.

Water flowing
down a riverbank.

Angle shot: sky
perspective
through the trees
from forest
floor.

Logo fade in.
Tagline on
screen.

AUDIO (Voiceover, Ambience & Music)

Forest ambience (birds, wind in leaves). VO: "Our planet is full of life. Hidden far away from cities, we find Mother Nature's metropolis – the city with no sound."

Forest ambience continues. VO: "Here, all life matters, no matter how big or small. To keep things going, everyone has a role to play."

Sound of running water mixed with forest ambience. VO: "Here, life moves on – separate from the stresses of modern life. But our worlds still remain connected. Globally, deforestation destroys natural habitats like this, harming the lives of millions of species."

Forest ambience softens. VO: "Help protect our forests today."

Music comes in, replacing forest ambience. [Music fades out to end.]