



KALEIDOSCOPE (PVT) LTD.
110/16, Lake Drive, Colombo 8, Sri Lanka.

TVC

Client: Fairfirst	Brand: Insurance
Campaign: Extraordinary People	Duration: 30 sec

Video	Narration
1. A girl is clicking pics of a new recipe of cupcakes she made. She turns to upload them onto her Instagram account and we see a subtle appearance of her on a wheelchair by showing the handles	புதியதொரு சிந்தனை, சந்தோஷமான ஒரு நாள்
2. In a traditional house in the hill-country, a 50 year old teacher wearing the Kandyan Osariya is seated at a long black table. Her daughter who is next to her holding a laptop helps her mother launch the Zoom App to begin her online classes. The teacher warmly welcomes her students and starts the lesson.	அன்பு என்பது புதுமையான ஒரு உணர்வு
3. In the coconut tree field in a village, a man is on top of a coconut tree and seen worshipping the trunk before stepping onto the tightrope tied between two trees.	நம்பிக்கை என்பது புதுமையான ஒரு எண்ணம்
4. A 13 year old is struggling to watch the cricket match being shown on one of the TV screens displayed inside the showroom. The owner sees this and switches on the bigger screen on display near the window of the showroom which is also showing the match. The boy gives the owner a beautiful smile.	சின்னஞ்சிறு காரியத்திலும்
5. A three-wheeler with a sticker on the back reads We pass the three-wheeler to see a lady driving it happily.	பெரிய சாதனைகளிலும் இருப்பதெல்லாம் புதுமையான சக்தி



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7. In a house under construction, we see a wall with three brushstrokes of pink, blue and green paint on a white wall. A newly-wed couple is staring at the wall pondering which colour to go with.	தங்களுக்கென ஓர் இடம் என்பது புதுமையான ஒரு சுதந்திரம்
8. At a concert the drummer breaks his drumstick in the middle of a performance. He immediately discards the other stick and begins to play with his hands without any hesitation.	நல்லெண்ணங்களோடு வாழும் மனிதர்கள் கொண்டது புதுமையான இதயம்
9. We see from a Boss's point of view, him reading a thank you, card, given by one of his colleagues in his team. On the card we see the ending 'Thank You Boss. You are just amazing!'	இலங்கை என்பது இப்படியானவர்கள் வாழும் புதுமையான ஒரு நாடு
10. An Uber rider is seen from the front window of a car. Both the vehicles are stuck in traffic. The back of the rider's food delivery bag has a message that reads ' this is my ride for now – but I will soon buy a car with this '. The traffic begins to move, the car overtakes the rider and we see the car driver look at the food delivery rider. The rider gives the car owner a determined smile.	அவர்கள் அருகில் இருப்பது எமக்கு என்றும் பெருமிதம்
Product window with logo	Fairfirst Insurance, புதுமையான இலங்கையர்களுக்கு துணையாக