

GAU MILK – VIDEO SCRIPT

Duration – 3 Minutes

Language – English

TITLE OPTIONS –

- ✓ "1 GLASS OF GAU MILK"
- ✓ "EK GLASS GAU"
- ✓ "THE MAKING OF: 1 GLASS GAU MILK"
- ✓ "THINGS YOU DID'NT KNOW ABOUT GAU MILK"
- ✓ "FROM BRINGING GAU'S GOODNESS TO YOU"

VISUAL DIRECTION REFERENCES:

<https://youtu.be/MZYPTIS91FU>

<https://youtu.be/Vi2pR16Vi9M>

https://youtu.be/afU4_6fo6_E

VIDEO SCRIPT

(CONSTANT HAPPY-GOING GUITAR INSTRUMENTAL MUSIC UNDERLAY)

Audio/Voice Over –

Good Morning... Good Afternoon... Good Evening... or Good Night... Gau Milk has been your partner in good health, all the way.

Visual –

Multiple shots of different time frames across the day in different households showing Gau milk being used across day in various preparations such as milk, tea or coffee.

Audio/Voice Over –

But have you thought about what all goes into putting together one glass of rich Gau Milk?

Visual –

Cut-Screen video collage of all the people in different shots from the previous scene looking at the camera and taking a pause to think; along with the question being is narrated in the Audio part.

Audio/Voice Over -

Join along, as we take you through the exciting journey to the inside world of less known facts in and around Gau Milk & pampered Gaus at our facility.

Visual -

Helicopter shots and outside facility panning and zooming shots.

Audio/Voice Over -

Allow us to reveal very less known insights about Gau's State-of-the-Art infrastructure for Gau Keeping, Milk Collection and Packaging.

Visual -

Zooming-in trolley shot into the entrance gates of the farm property/production unit.

Audio/Voice Over -

It might surprise you to know that we never tie any Gau in our facility. Every Gau is free from shackles of bondage and is physically off any sort of limiting factors.

Visual -

Shots showing Gaus roaming, grazing, milking, etc. freely and untied across farm/facility.

Audio/Voice Over -

On-Site Expert Talking - We believe all creatures are born free and should stay free as well. Keeping our Gaus free from any chains or hooks, we ensure that the happiness experienced by them flawlessly translates in the quality and nutritional quotients of their milk.

Visual -

Interviewing one of the subject experts; narrating this message while looking at the camera.

Audio/Voice Over -

When it comes to health and well-being, we use ultra-advanced RFID technology to stay up-to-date about the health and wellbeing of each Gau.

Visual -

Shots showing RFID devices and its data collection process on the facility scenario.

Audio/Voice Over -

On-Site Expert Talking - We constantly monitor critical to health data such as heart rates, blood pressure and body temperature to make sure that the Gaus are fit and fine all the time. Our expert data monitoring team escalates an alert to the medical team as soon as any Gau shows or experiences any sort of health issue.

Visual -

Interviewing same as the last one or different subject expert; narrating this message while looking at the camera.

Audio/Voice Over -

Feeding premium quality, 100% Organic fodder to Gaus, we enable sufficient nutritional quantum to each and every Gau. Nutritional parameters for pregnant or unwell Gaus are separately monitored before feeding process. The Gau-dung and urine are strategically processed in a Bio Fuel treatment plant in order to produce and use green energy for cooking and other purposes.

Visual -

Shots of Gaus eating Organic fodder in open farms/facility shelter and dung cakes being transferred to the bio-fuel chamber and how the fuel finally is used for cooking.

Audio/Voice Over -

On-Site Expert Talking - To counter the climatic variations, we have advanced ambience control technology installed, which monitors the external climatic conditions like temperature and humidity and maintains a favourably pleasant condition for all the Gaus, across the year.

Visual -

Interviewing same as the last one or different subject expert; narrating this message while looking at the camera and Shots of Gaus fans and light shower mechanisms in Gau facility.

Audio/Voice Over -

Quality and consistency of nutritional factors for Gau milk are kept uncompromised with 100% automated milk collection process. Gaus are given bath before milking and their udders are applied with antibacterial lotion. The Gau Milk that reaches your doorstep is absolutely free from any human contact across the entire process, to preserve its rich ingredients and values.

Visual -

Shots of Gaus milk collection machinery and Gaus bathing process.

Audio/Voice Over -

On-Site Expert Talking - Quality milk, enriched with Gau's natural goodness is our utmost priority. Our trained and effective staff takes hygiene and health of Gaus and their Surroundings very seriously. When we have visitors coming over to see our plant, we make sure they don't carry along any unwanted microbes or antigens.

Visual -

Interviewing same as the last one or different subject expert; narrating this message while looking at the camera and the shots of feet emersion in potassium permanganate solution before entering.

Audio/Voice Over -

So now you know, that a glass full of Gau Milk, isn't just about few cows, a milk man and your doorbell. Right?

Visual -

Cut-Screen video collage of all the people in different shots from the first scene looking at the camera and smiling and giving a thumbs up.

[Fade-out to White Screen Fill and Gau Logo]