

**Title: One rainy Evening**  
**Client: AMCO Battery.**  
**Agency: brand-comm**  
**Duration: 40 Seconds**  
**Storyboard**



**The film opens to a car on a rainy evening, waiting at a deserted traffic junction**



**A stocky man is seated inside the car, grooming himself**



**A similar car drives to a halt next to his car**



**Piqued by curiosity, the man lowers the window to know who is in the other car**



**Man is awe struck by what he sees**



**An attractive, confident young lady is seen seated in the other car**



**Man tries to garner the lady's attention, switches on his music system**



**The young lady confidently switches on her music system**



**Man anxious to be one-up, increases the volume**



**She is not amused**



**Man switches on his snazzy fog lamps and headlights to show his power**



**The lady does the same in reply**



**The man enjoying the competition is seen being over confident**



**The signal light turns green**



**The young lady's car darts away in the pouring rain leaving the man's car behind**



**The man's car shuts down. He is seen trying to crank his car to start**



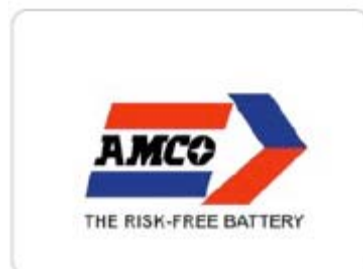
**The young lady looks at the sad plight of the man from the rear view mirror, smiles and drives away**



**Product window with FVO: "AMCO Batteries for cars and bikes with unique charge boosters."**



**The confident young lady talks to the camera: "Do you drive risk free?"**



**AMCO Logo- Risk free battery**



**Dawn breaks to the roosters cry. The frustrated man is seen stranded at the same deserted traffic junction.**