

the calling



Client : N'Lite

Product : N'Lite

Tagline : The Calling

Time : 15 Secs

Open in a small monk village or a monastery early morning.

Birds are heard chirping when in a second we hear a phone ring.

The ringing stops and a monk is heard chanting creating a familiar monastery sound atmosphere.

The camera goes up to create an aerial view as the sound continues and the screen shows :

N'LITE – The Calling

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The shot opens with a monk sitting and with a pleasing smile chanting in complete peace.

Suddenly, we hear a phone ring and as the ringing continues, the monk rises up in the air still in the same sitting position and the same expression.

The screen shows the following word by word on the right hand side of the monk:

N'LITE – (in typewriter style) The Calling