**Client:** British Army

**Duration:** 1 minute

**Product:** Brand

**Title:** The Army State of Mind

This piece of film features a young man who wishes to live a different life due to his circumstances at home…

It begins on a medium shotof the main character in a gaming chair.

He puts his hand on his head in frustration and we can hear distant noises of his parents arguing. He puts on his headphones.

He focuses on the video game where he’s creating an avatar of himself. He has furrowed eyebrows and a clenched jaw.

Suddenly he is transported into gameplay and his point of view is highlighted by his view through night vision binoculars.

He has now transformed into his video game avatar who appears to be a burlier and more confident version of him.

We see him amongst other soldiers running in a field wearing camouflage and laying down amongst the dirt and grass.

Over this imagery we hear a voice over:

**VOICEOVER:** If you think you are truly escaping you are not.

If you like to win and you think you can’t, you won’t.

If you think you’ll lose, you will.

Success begins with a person’s will to try

It's a state of mind.

A desire to become a better you.

A decision to gain skills that last you a lifetime.

We need you.

Now we are back in his bedroom and reality. His facial expression has changed and he appears determined. His chin is lifted and his eyes have widened.

He puts his headphones down and walks away from the computer.

We then see him in a local playground doing some strength training on some bars.

He then walks out of shot after performing some tricks.

A set of titles appear that read:

**TITLE:** BRITISH ARMY. Join today