

The letters 'AND' are rendered in a large, bold, sans-serif font. Each letter is filled with a different, vibrant night-time cityscape. The 'A' shows a street with yellow lights and buildings. The 'N' features a blue-toned scene with a bridge and city lights. The 'D' depicts a dense urban area with tall buildings and colorful lights. The text '90 life changing years' is written in orange, and 'October 2021 - Murcia Spain' is in white, both centered over the 'A' and 'N' respectively.

**90 life changing years**  
**October 2021 - Murcia Spain**



# Campaign 1 - 90 life changing years.

**90 Life Changing Years. Behind Life's Every Moment.**

**This idea focuses on how everyday XXXX Engines impacts the lives of people from 0 to 90 in ways we may never realise, in ways we are oblivious to.**

**We take key moments in life and show how they came about because behind the scenes and out of view a XXXX product made this possible.**

**From the agricultural machinery that puts food on the table where it is most needed to the hospital that generates the reliable power to support a new born baby's first breath.**

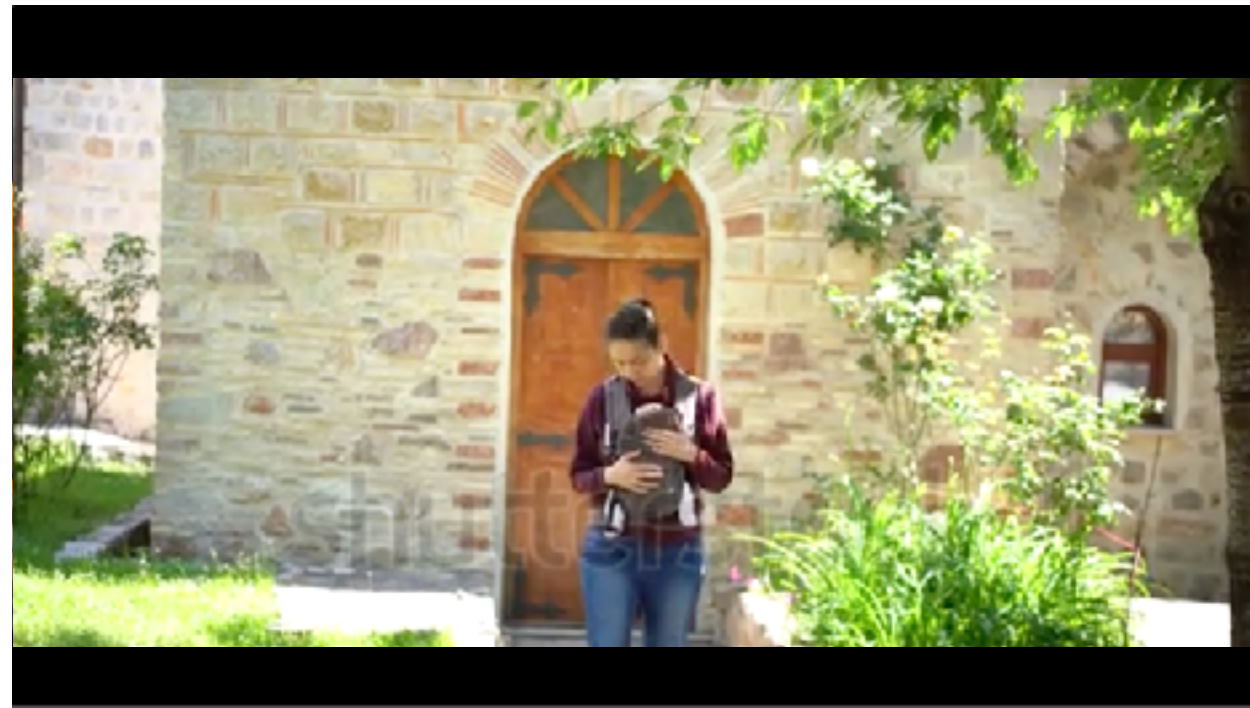


# 90 life changing years.

## SCENE 1



0 MONTHS  
Stock shot of incubator - mum holding the hand of baby Sofia.



0 MONTHS  
Spain shot Mum and dad arriving home with baby Sofia



0 MONTHS  
Stock shot - mum and Sofia at home cuddling in bed. She's home safe and sound.



1 YEAR OLD  
Stock footage ID: 1041812527 or real in Spain. Sofia is a little older now we see her being fed - her mind is elsewhere though, looking at something in the distance..



Stock footage ID: 1037144120 we see her transfixed by engineers working on a television program.



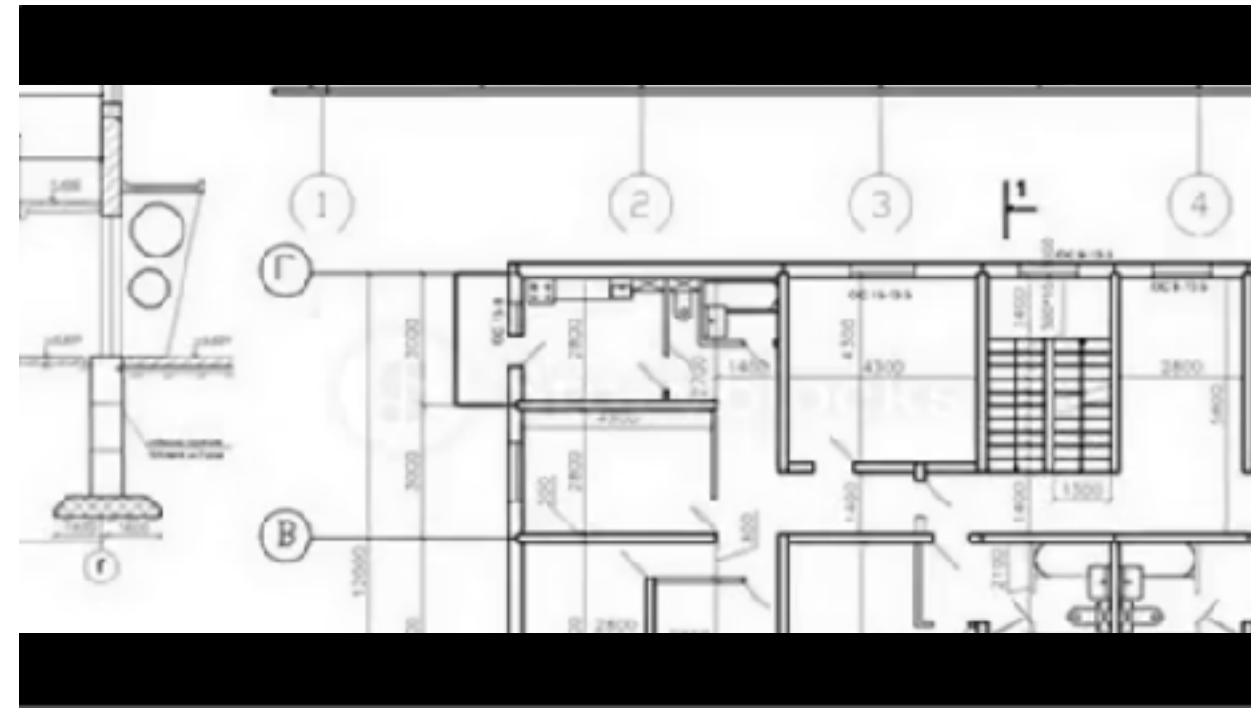
4 YEARS OLD  
Stock footage ID: 1068323201 Sofia is now off to school, her first day!



# 90 life changing years.



6 YEARS OLD  
Stock footage ID: 1077519110 Sofia is showing fascination with maths, learning in school



She's showing interest in engineering and excelling at school.



18 years old  
Graduation - shot in Spain



Sofia is now enjoying independence and going to gigs with friends, and having a fab time



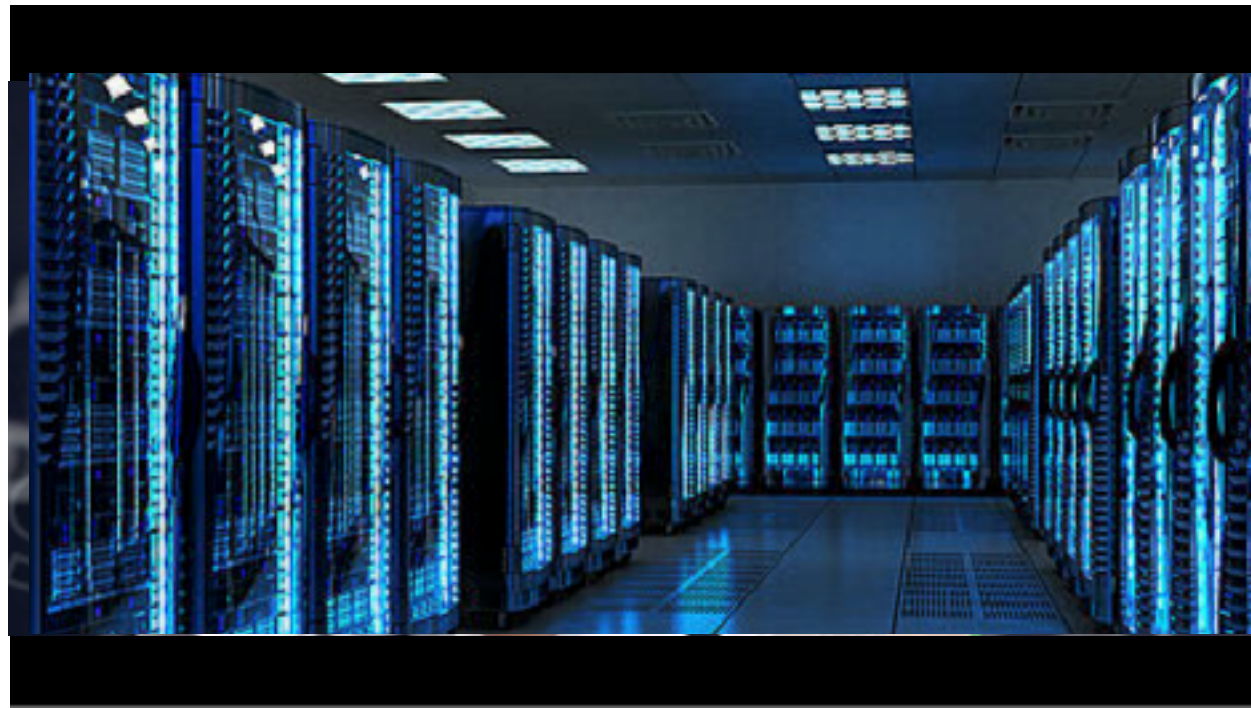
Taking selfies at parties



Party scene



# 90 life changing years.



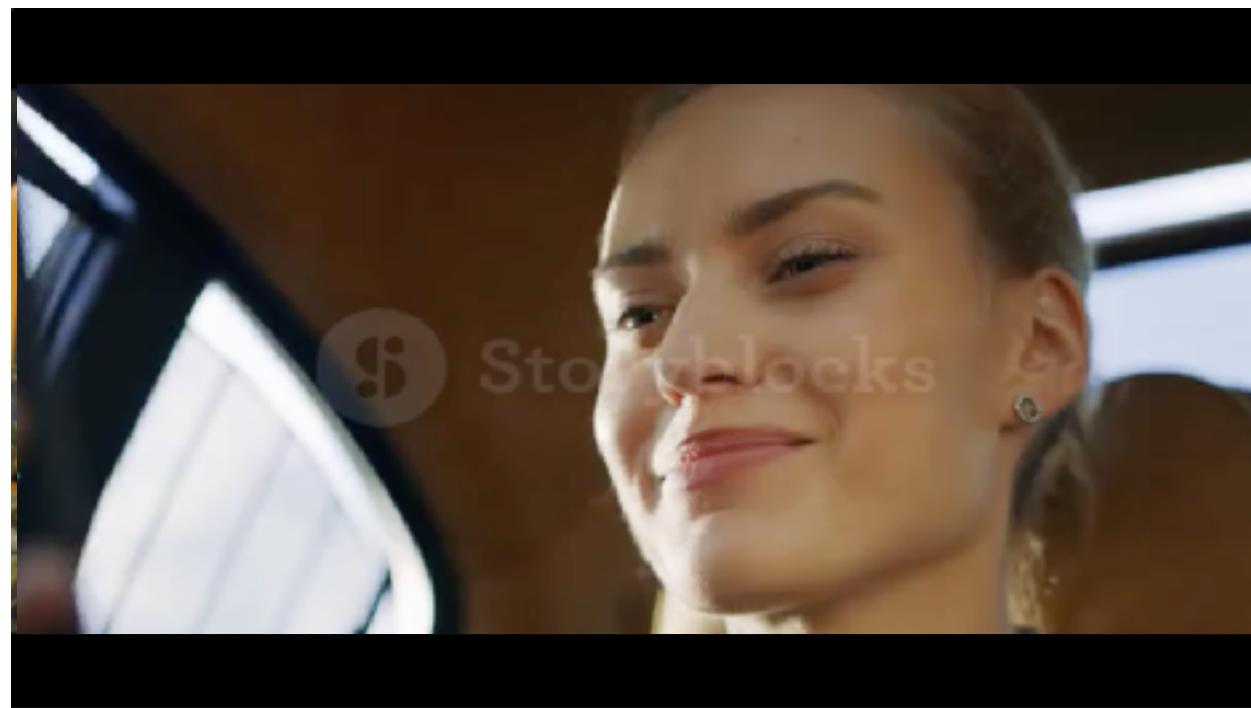
Data centre where the power is coming from



She waves goodbye to her family as she goes off to work in her new engineering firm



28 YEARS OLD She calls her dad, back at the farm. Her mother has passed, and he is now on his own in the family home.



She smiles as she sees him on the phone.



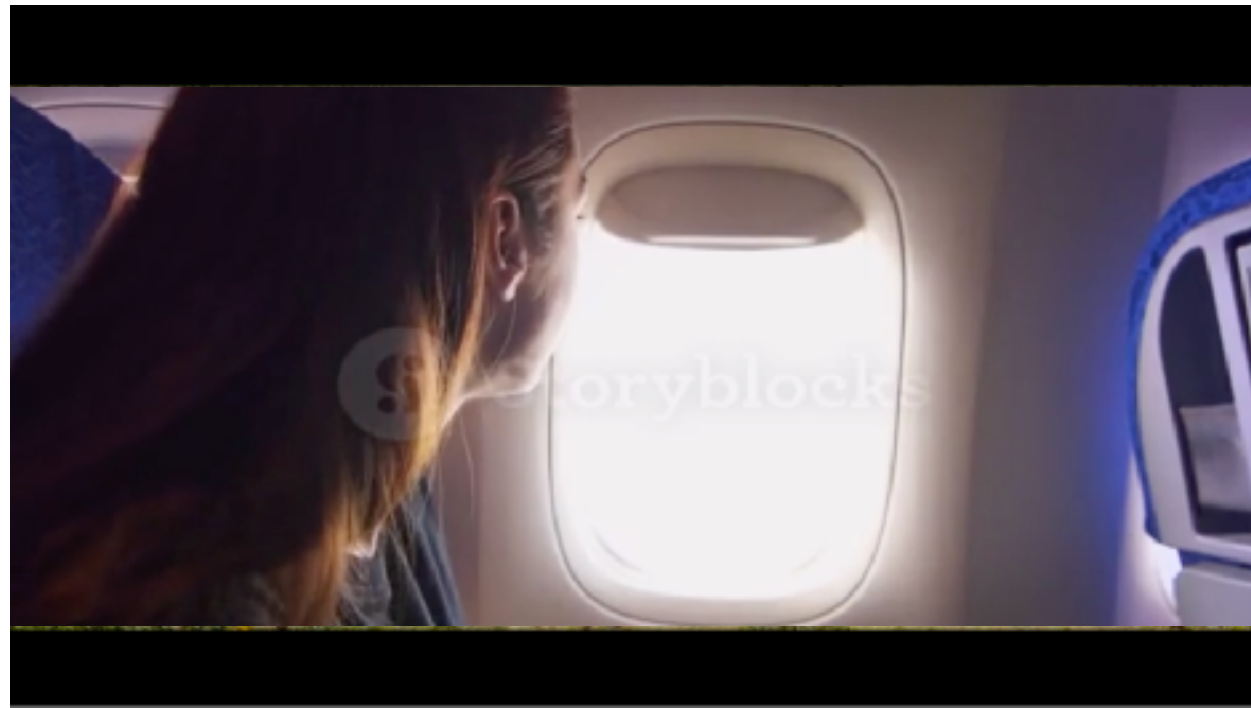
Dad is emotional and is longing to see his beautiful daughter



She talks about her work as an engineer and shows him the project via vide call she is working on



# 90 life changing years.



We see her on the plane heading home



Emotional hug



She reveals she is pregnant, and that he is going to be a grandad



She visits her mums grave.



She has her beautiful baby



35 YEARS OLD - Dad is frail but celebrating his 85th birthday Birthday.



# 90 life changing years.



40 years old - she shows her daughter the wonderful farm her dad created



Silhouette of mum and dads resting place



She's back in the family home, working on her new engineering project. Remotely.

Behind life's every moment.

90 LIFE CHANGING YEARS





**Thank you**

**[www.andproductions.co.uk](http://www.andproductions.co.uk)**