“Multi Media Campaign for Raising Awareness of Anti Corruption”

Storyboards & scripts for TV and radio commercials, theme song and webisodes

Not for circulation

30 sec TVC - 1

- Duration – 30 sec and cut down to 15 sec
- Type of TVC – Issues based and awareness rising to act against corruption by featuring different types of corruption and challenge the morale of the public to change.

- Rationale of the story

- Corruption usually happens because people are self-centered. It is directly related to people’s integrity and morality. Through this story we will communicate that corruption happens because there are people who take advantage without considering the interests of other people.
Because of those selfish and self-centered people...
It takes far longer than it should to get things done..
It costs us much more than it should .. (Bribery, Fraud)

People’s lives are getting worse..
Because of those who take advantage unofficially, corruption happens.
If you experience corruption in your environment, please report it to ACC and be part of the anti-corruption campaign.

Let’s all say no to corruption!

Story start with a smartly dressed man.
He is an officer sitting in a room of an office.

In front of his room are some people holding papers and waiting to meet him.
There is also his secretary at the entrance of his room.

Even though some people are already waiting for him, another well dressed women just pops up and gives a very beautiful smile to the secretary.

The secretary takes the money and lets her go into the room first.
The others feel so disappointed and one of them looks at his watch and peeps into the room.

In the room, he sees that the lady is offering an envelope to that officer.

Voice over:
When the lady finishes, the secretary calls another man and the man goes into the room.

As soon as he puts the paper on the table, the officer says something to the ears of that man.

The man also takes out the envelope he has ready and gives it to the officer man with serious face.

VO: ေ◌ေြငၾကးေ◌ ƭ တဟာ မက ǽdzȯ င ့ ◌္ ပဲ ပိ ǽ က ǽdzȭ တယ္

Then he comes out of room and an old lady approaches him and asks for his help.

When the old lady asks for his help, he also indicates he wants money from the old lady.

Old lady opens her purse and takes out the money and gives to him. He fills the form for her.

Then, old lady goes to the secretary and he asks for some money too. When the old lady gives money, he brings the papers and get the signature from the officer.

VO: ဘေဝ ƭ တဟာ မဆိ ǽ း သ င ့ ◌္ ပဲ ပိ ǽ ဆိ ǽ းရတယ္

After that, officer leaves the room without finishing his job even though there are still many people waiting for him outside.

Even though people are not happy with him, they couldn’t say anything and they are just shaking their heads.

Next scene, we see that someone starts calling ACC to report that.

Then we will show the unhappy people, the secretary sending him off to the officer’s very expensive car and officer drives off.
30 sec TVC 2

• Duration – 30 sec and Cut Down to 15 sec
• Type of TVC – Call to Action TVC targeting the general public.

• Rationale of the story:
  Bribery is the most visible form of corruption we see everywhere. Mentioning cases of giving and asking bribes, we will create the message that let’s all act against corruption and build the nation with integrity.

In the beginning of the story, we will see a woman in her 40s walking to a service counter. Then, she puts her form on the top of all the others on the table.

Then, the young lady from the counter takes the form and puts it where it should be in the pile.

The woman puts a bunch of 5000 Ks from her purse and gives it to the girl. The girl stares at her and the woman feels a bit scared. When she looks around, people from around all stare at her.

The woman feels embarrassed, takes her form back and leaves the counter.
Next we will see a young boy sitting at the table and in front of him is another man. The man puts his hand under the table and gives a piece of paper. When the man gest the paper and reads it, it says, 100,000 Ks. The young man is shocked but he stares at the other man. And, the man feels a bit uneasy and he looks around. When he looks around, he finds that other people are staring at him too. He feels embarrassed and signs off the paper of the young man quickly. Message: Let’s all stay away from bribes and corruption and build the nation with integrity.

60 sec TVC

- Duration – 60 sec duration and then, cut down to 30 sec
- Target Audience: Business and Public Servants
- Type of TVC – Call to Action and issue TVC
- Rationale of the story:

Business people are bribing government officials to get the projects approved. Because they give a lot of money in bribes, they reduce the quality of the project. And because of that, it effects the whole country and its people.
A public servant receives a box and in return, he gives the signed documents to a business man. They shake hands and the business man leaves the room.

Next scene, we see a business man is looking at the mock up of a small hospital with his engineer. Then, he looks at his staff.

First, he removes the signage of CT room from the model. Then, the graphic animation of some part of his money from the box appears.

Second, he changes the ratio of cement and sand on the paper. Then, the graphic of some part of the money from his box appear too.

Third, he writes the remark to change the quality of roof. And then, some part of his money appear too.

We see a room with low light where two men are sitting. The first man looks like a business man is giving a box of money to another man who looks like the public officer.

The public servants got a lot of money from bribes and he feel so satisfied...

We will see the hospital finished and there are many doctors and nurses busy in the hospital.

Next, we will see that a health officer is pushing the patient bed and he accidently hits the wall of the hospital. Then, we see that the walls are cracked, the roof is breaking and it causes a lot of damage due to low quality materials.

Don't let your greed destroy public life.

Let's all say no to corruption - report it to the ACC.
### Radio Script 1 – 30 sec

<table>
<thead>
<tr>
<th>Myanmar</th>
<th>English</th>
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</thead>
<tbody>
<tr>
<td><strong>Female VO:</strong> အောက်ပါအားဖော်ပေးသောကြည့်နေသည်ကို အထောက်အကူဖျင်ပေးပါမည်။ အကြောင်းကို အကြောင်းကြောင်းပြောပါ။ကြည့်နေသည်ကို အထောက်အကူဖျင်ပေးပါမည်။ အကြောင်းကို အကြောင်းကြောင်းပြောပါ။</td>
<td><strong>Female VO:</strong> Have you ever been asked for tea money when you go to offices?</td>
</tr>
<tr>
<td><strong>Male VO:</strong> အောက်ပါအားဖော်ပေးသောကြည့်နေသည်ကို အထောက်အကူဖျင်ပေးပါမည်။ အကြောင်းကို အကြောင်းကြောင်းပြောပါ။ကြည့်နေသည်ကို အထောက်အကူဖျင်ပေးပါမည်။ အကြောင်းကို အကြောင်းကြောင်းပြောပါ။</td>
<td><strong>Male VO:</strong> Are you still giving gifts and bribes to get good education?</td>
</tr>
<tr>
<td><strong>Female VO:</strong> အကောင်းဆွဲနေသည်ကို အထောက်အကူဖျင်ပေးပါမည်။ကြည့်နေသည်ကို အထောက်အကူဖျင်ပေးပါမည်။ အကြောင်းကို အကြောင်းကြောင်းပြောပါ။</td>
<td><strong>Female VO:</strong> Did you bribe to get a signature on your documents?</td>
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<td><strong>Male VO:</strong> အကောင်းဆွဲနေသည်ကို အထောက်အကူဖျင်ပေးပါမည်။ကြည့်နေသည်ကို အထောက်အကူဖျင်ပေးပါမည်။ အကြောင်းကို အကြောင်းကြောင်းပြောပါ။</td>
<td><strong>Male VO:</strong> Are there many corruption cases in your environment?</td>
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<td><strong>Female VO:</strong> ပြပြောပါ။ကြည့်နေသည်ကို အထောက်အကူဖျင်ပေးပါမည်။ အကြောင်းကို အကြောင်းကြောင်းပြောပါ။</td>
<td><strong>Female VO:</strong> Be part of the anti – corruption campaign from now on.</td>
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<td><strong>Male VO:</strong> ပြပြောပါ။ကြည့်နေသည်ကို အထောက်အကူဖျင်ပေးပါမည်။ အကြောင်းကို အကြောင်းကြောင်းပြောပါ။</td>
<td><strong>Male VO:</strong> Report any types of corruption to ACC.</td>
</tr>
<tr>
<td><strong>Both:</strong> ပြပြောပါ။ကြည့်နေသည်ကို အထောက်အကူဖျင်ပေးပါမည်။ အကြောင်းကို အကြောင်းကြောင်းပြောပါ။</td>
<td><strong>Both:</strong> Let’s all say no to corruption.</td>
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### Radio Script 2 – 30 sec

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<td><strong>Female VO:</strong> အကောင်းဆွဲနေသည်ကို အထောက်အကူဖျင်ပေးပါမည်။ကြည့်နေသည်ကို အထောက်အကူဖျင်ပေးပါမည်။ အကြောင်းကို အကြောင်းကြောင်းပြောပါ။</td>
<td><strong>Female VO:</strong> Nowadays, I’ve seen many types of corruption around me</td>
</tr>
<tr>
<td><strong>Female VO:</strong> ပြပြောပါ။ကြည့်နေသည်ကို အထောက်အကူဖျင်ပေးပါမည်။ အကြောင်းကို အကြောင်းကြောင်းပြောပါ။</td>
<td><strong>Female 2:</strong> Really? How?</td>
</tr>
<tr>
<td><strong>Female VO:</strong> ပြပြောပါ။ကြည့်နေသည်ကို အထောက်အကူဖျင်ပေးပါမည်။ အကြောင်းကို အကြောင်းကြောင်းပြောပါ။</td>
<td><strong>Female 1:</strong> Recently, I went to a job interview. But you know what, that job was already reserved for the boss’ niece. Interview is just for show. The other day as well, my Uncle went to extend his document. But, the person from that office asked for money.</td>
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<td><strong>Female VO:</strong> ပြပြောပါ။ကြည့်နေသည်ကို အထောက်အကူဖျင်ပေးပါမည်။ အကြောင်းကို အကြောင်းကြောင်းပြောပါ။</td>
<td><strong>Female 2:</strong> Oh yeah.. There is also a person at my office. He buys things for office and he make the things more expensive with fake vouchers.</td>
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<td><strong>Female VO:</strong> ပြပြောပါ။ကြည့်နေသည်ကို အထောက်အကူဖျင်ပေးပါမည်။ အကြောင်းကို အကြောင်းကြောင်းပြောပါ။</td>
<td><strong>Female:</strong> Hmmmm.... The people’s integrity is getting worse.</td>
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<td><strong>Female VO:</strong> ပြပြောပါ။ကြည့်နေသည်ကို အထောက်အကူဖျင်ပေးပါမည်။ အကြောင်းကို အကြောင်းကြောင်းပြောပါ။</td>
<td><strong>Female 1:</strong> Oh I have seen an ads on TV that we can report all types of corruption to ACC.</td>
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<td><strong>Female VO:</strong> ပြပြောပါ။ကြည့်နေသည်ကို အထောက်အကူဖျင်ပေးပါမည်။ အကြောင်းကို အကြောင်းကြောင်းပြောပါ။</td>
<td><strong>Female 2:</strong> Oh really? So, let’s act against corruption by reporting.</td>
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<td><strong>Both:</strong> ပြပြောပါ။ကြည့်နေသည်ကို အထောက်အကူဖျင်ပေးပါမည်။ အကြောင်းကို အကြောင်းကြောင်းပြောပါ။</td>
<td><strong>Both:</strong> Let’s all say no to corruption.</td>
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RFP Reference: 2019/UNDP-MMRR/PN/169
Creative Direction for Theme Song & Radio Jingle

- The mood and tone of theme song and radio jingles will be inspirational, upbeat and emotional.
- Music genre will be pop or slow rock
- Chorus part of song will be used as radio jingle (60 or 30 sec).

Concept

- We have been living in this way throughout our life. Tea pocket money, hands under the table, drinking Moe Khar Yay can really make your life beautiful? You say you want peace. You say you want to see development. You say you work for generation. But, you didn’t stop it. Will you continue to live this way? Let’s wake up. Let’s start doing now. Let’s start with ourselves. Let’s say no to any types of corruption.

Webisodes Concept

- There is a very famous Myanmar cartoon called “Yat Kywat Htal Mar Byar (In our ward).
- The comic is about a head of the ward helping people and solving problems in funny way.
- There are many characters like hawkers, the drunk, the problem maker, the plumber, the naughty kids, etc.
- Taking the reference of this comic, we also would like to create the series of “In our office – Kyoke Toe Yone mar Byar”.
- Each episode will be about each people at office and how they experience corruption“.
In Our Office – Kyoke Toe Yone mar Byar

We will create different characters at office and also create the corruption stories of these people. Some are doing corruption by themselves. Some are being corrupted by others. Webisode will be monthly and there will be total of 8 episodes.