



Black background. Close-up of a match being struck. Sound FX amplified.



Focus on match being held as flame makes it's way down the matchstick.



Zoom out to reveal more of the hand and a wheely bin further into the background. See match being thrown or placed in bin.



Zoom in to the bin. See it's contents start to smoulder.



Zoom closer into bin. Flames start to appear over the top.



Really close zoom, Flames licking up from the inside of the bin. Bin starts to melt from the heat.

Client *Clean Kent Campaign*

Date *July 2008*

Title *Rubbish Fires Campaign 2008*

ZERO:FIFTYONE
ADVERTISING & PR



V/O:
Fancy six months in hospital, maybe more?
multiple skin grafts and scarring for life?
(Pause) Neither did he.

Client *Clean Kent Campaign*

Date *July 2008*

Title *Rubbish Fires Campaign 2008*

ZERO:FIFTYONE
ADVERTISING & PR