



# **DVC Digital Posts**



# **TVC #4**

**Cracking through the  
Wedding**

## FB POST Static

**Copy:** TUC ki Kahani hai Yahan

**Caption:** TUC's #HalkiPhulkiBhook got you on the edge of your seats? Grab a pack because you're going to need one for the next #HalkiPhulkiKahani.

#TUCPakistan #HalkiPhulkiBhook #TheLightestOfThemAll  
#HalkiPhulkiKahani

**Visual:** A story procession with the date of the next episode having a question mark. Use a pen styled font that looks like someone has written it down. Add a TUC packet with one TUC lying outside.



## FB POST GIF

### Copy:

Frame 1: TUC ki #HalkiPhulkiKahani men akele?

Frame 2: Crack a TUC through the season

Frame 3: And share it with someone you trust

Frame 4: Kyunke bewaqt bhook sabko lagti hai, haina?

Frame 5: Get cracking!

**Caption:** TUC's #HalkiPhulkiKahani men aik twist. Keep cracking to see what happens to your favorite couple because Khaniyan banti hi aise hain.

#TUCPakistan #HalkiPhulkiBhook #TheLightestOfThemAll #HalkiPhulkiKahani

### Visual:

Frame 1: TUC cracking sound and visual

Frame 2: Season change around plate with TUC revolving

Frame 3: Hands taking TUC from plate

Frame 4: A small burp.



## FB POST STATIC - Engagement

### Copy:

Message 1: Mahira – Time dekha hai? Khana kab khaoge?

Message 2: Fawad – Kaam se fursat mile tab na

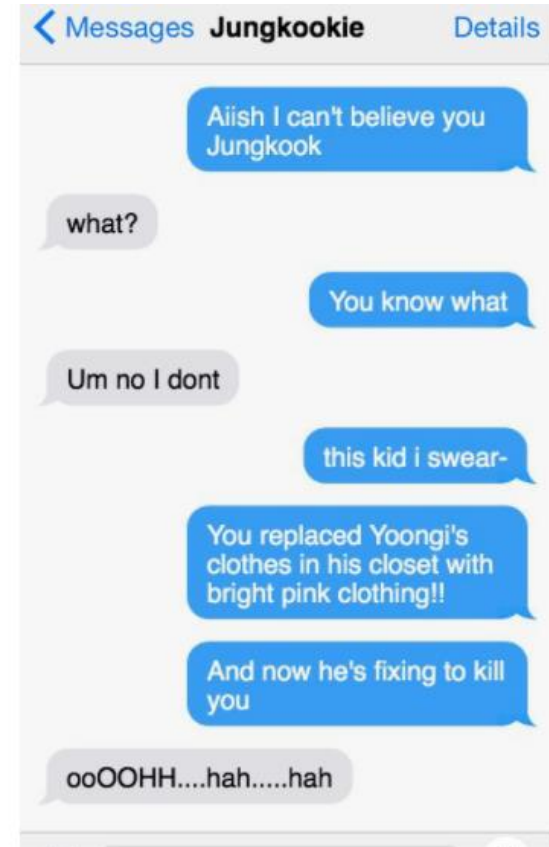
Message 3: Mahira – Kuch aisa wesa kha liya toh?

Message 4: Fawad – (What do you think Fawad will say?)

**Caption:** Iss bewaqt bhook se kisko chutkara? What do you think Fawad will say to Mahira in their TUC #HalkiPhulkiKahani?

#TUCPakistan #HalkiPhulkiBhook #TheLightestOfThemAll  
#HalkiPhulkiKahani

**Visual:** Add display picture of Fawad and Mahira while they text.



## FB Carousel

### Copy:

Frame 1: TUC ki #halkiphulkikahani dekhte dekhte

Frame 2: Dil toh chahta hoga TUC khane ka?

Frame 3: Mahira aur Fawad ko aik akhri baar

Frame 4: Kuch carara kehte huwe sunte jao

Frame 5: Stay tuned for the final episode with your favorite

#HalkaPhulkaTuc

**Caption:** Kahaniyon ka shoq sab ko hai especially with a carari ending. What will happen in the final episode of this #HalkiPhulkiKahani?

Stay tuned for #HalkiPhulki beginnings

#TucPakistan #HalkiPhulkiBhook #TheLightestOfThemAll

#HalkiPhulkiKahani #GuilFreeBeginning

**Visual:** Time-lapse of all 3 episodes

<https://www.youtube.com/watch?v=JTHRGI2h45U>

## FB POST GIF - Engagement

### Copy:

Frame 1: Know anyone who doesn't take care of their #halkiphulkibhook?

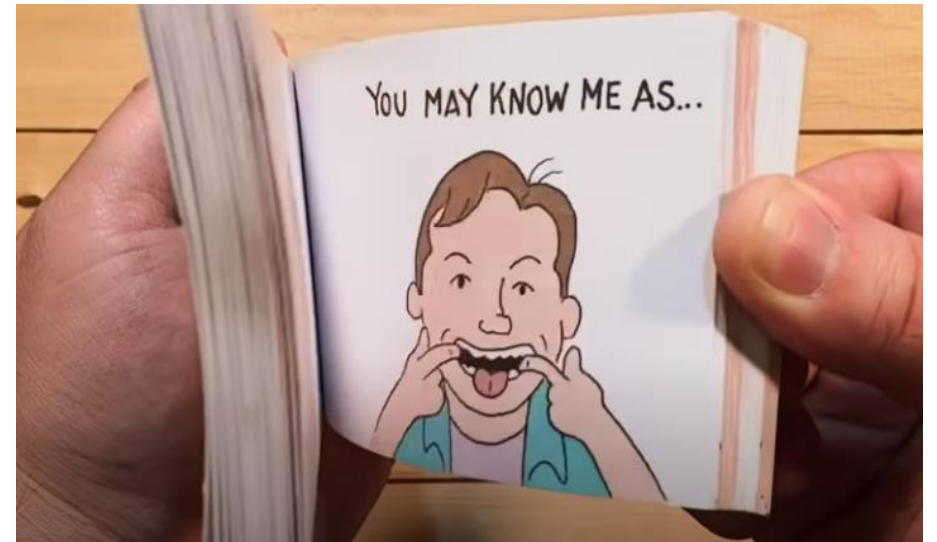
Frame 2: Drop down their name below to tell them to keep a TUC for their #halkiphulkibhook

**Caption:** When hunger strikes you down, remember to keep TUC. Don't just keep it, share it kunge #halkiphulkibhook sabko lagti hai.

#TucPakistan #HalkiPhulkiBhook #TheLightestOfThemAll  
#HalkiPhulkiKahani #GuilFreeBeginning

**Visual:** Flip book effect where frames from the episodes are taken. The flip book leads to a question mark with the copy.

<https://www.youtube.com/watch?v=vWq-s26YCG8>





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THANK YOU