

BRAND / SPONSOR: TV2 Denmark
TITLE: Armadillo Night On TV2

YOUNG DANISH BOY on a playground – seamlessly transformed into a **YOUNG SOLDIER** in the war zone (soldier is clip from the film):

What did my folks say? Well, mine said: *'Go for it son, but don't get into any fighting – OK?'*

So I thought: *'Yeah, well, then I'll just go to Kosovo'*.

All the way through boot camp, I still thought I'd end up in Kosovo.

Then one day we were called in to a briefing, and told that there was no way anyone was being posted to Kosovo this time. We were going to 'Afghan'.

VOICEOVER:

Danish boys ... forged into men ... with the Danish forces in Afghanistan.

SOLDIER:

So I call my mom and say: *'You're not going to believe this: they're posting me to Afghanistan!'*

And she burst into tears.

VOICEOVER:

TV2 premieres the award-winning war documentary 'Armadillo' Thursday evening.

SOLDIER (clip from film):

[shouting] I've got a hand grenade

VOICEOVER:

A film that depicts the war in Afghanistan as you've never seen it before.

SOLDIER (clip from film):

[shocked] Damn, that was crazy

VOICEOVER:

But we go one step further, asking: Is it worth the cost?

Armadillo night on TV2. Thursday evening from 8 pm.

SYNOPSIS:

Danish director Janus Metz' controversial Afghan war documentary "Armadillo" took home the top prize from the Critics Week sidebar at the Cannes Film Festival 2010.

When it was premiered on Danish TV the network took out an entire evening to debate the war, after the film. Mainly asking the question 'Is the war worth the cost?'.

This radio commercial highlights the point that it's very young boys that are sent to the war zone, that it's somebody's worried parent's boys. And the fact that they grow up during their tour.