

Discovery International— IMAGE CAMPAIGN

A guy goes hiking in the desert.
Two things can happen..

He might encounter a poisonous snake...or he
might not.

If he doesn't encounter a poisonous
snake...that's ok.

But if he does encounter one, two things can
happen..

He either recognizes it...or he doesn't.
If he watches Discovery,

He might remember seeing it on "The World's
Most Venomous Animals"...

If he does, that's ok.
(Visual-- guy running away fast)

If he doesn't...Two things can happen.

He either gets bitten or he doesn't...

If he doesn't, that's ok.

If he does, he might wish he'd paid more
attention...