



The ad begins with a chicken popping up from a street vendor's push-cart. This and accompanying sounds in the background serve to establish that perhaps the scene is taking place in the morning time.

When the hatch of the bus opens, the character's expression is one of curiosity. When he steps onto the roof of the bus, we can see and hear idling vehicles and the occasional horn blaring.



After this character steps out on the roof of the bus, he looks ahead and establishes that they are indeed be stuck in a traffic jam.

In the meanwhile, another person from the bus has stepped onto the roof as well.



This second character is wielding a cricket bat and the first is holding a cricket ball (distinctive red color).

Both of them are dressed in pure white which is reflective of an amateur level cricket team.



A “challenge” is initiated by the batsman who whistles to the bowler. The bowler bowls to the batsman, who strikes the ball away. No words need be spoken to “establish” a common bond of cricket between two people. *The striking of the bat against the floor, the rubbing of the ball against the thigh (before throwing), the running by the bowler, all attract the curiosity of the other people stranded in the traffic jam. (These three are very distinctive characteristics of cricket)*



The ball bounces off a billboard and enters into an old man’s house. A young boy emerges from the apartment spinning the ball in his hand. When the others ask him to return the ball back, he evaluates the scene and then instead of returning the ball, figures out that he wants to play instead! So, he then jumps onto the roof of another bus and prepares to bowl.



Seeing this, the other cricketers are “called into action” and they pour out of the bus and run into different positions on the playing “field” where they should be to recover the ball after it has been struck. They pay no heed to the existing mass of vehicles, and run on top of whatever comes in their way.



The young boy bowls and his ball is struck high by a batsman. When the other fieldsmen run to “catch” the ball, the bystanders (the other people stuck in the traffic jam) get involved into the game and try to catch it by themselves.



In order to catch the ball, the bystanders and the amateur cricket team run roughshod through whatever comes in their way. They displace a small car who incidentally happens to be driven by an actual Indian cricket team player (identifiable by their distinctive light blue uniform).



The ball lands quite a distance away and is being passed on back to the main “pitch” (where the batsman and bowler are present) and it passes through several hands and is even picked up by an elephant with his trunk.



The game continues until, unexpectedly, the traffic jam is unblocked and the game comes to a halt as everybody realizes that they must now continue on with their day.



Just when everything was looking to end, one of the other young boys comes out of nowhere, grabs the ball and charges towards the batsmen with a war cry!

At this point, in mid-air the scene freezes momentarily to display the Nike symbol and logo.

The commercial ends with the ball being struck (and "the whole cycle of sports repeating itself")...