

The video begins with pensive music over an image of a bag of frozen chicken. The video zooms into a label on this bag that reads 'CAGE FREE, INDEPENDENTLY AUDITED WELFARE.' Text appears next to the bag, reading "The cage-free con."

The sound of many chickens fades in and the video cuts to a large, artificially lit building filled with chickens. They are so tightly packed together that the ground between them is not visible. White text appears over this video, it reads "Cramped and crowded,". The video cuts to another shot showing the same environment. Text over this video reads "chickens don't need cages to suffer."

A closer shot shows the chickens' dirty feathers, matted plumage, and the dirty ground beneath them. Text over this video reads "Each chicken has less space than a pizza box." The video cuts back to a wide shot and text appears that reads "Between 15 to 19 chickens can be kept, by law, in every square metre of this shed."

With the sound of chickens continuing, the video cuts to a close-up of a single chicken lying in the dirt. Her feathers are brown from the filth, and she appears exhausted. The text reads "The litter is never changed."

Another video zooms in on the leg of a chicken lying down. Her feet are covered in the brown filth and excrement that coats the floor. The text reads "They live in their own waste. It can burn their skin."

The screen fades to black and the sound of chickens subsides. Text appears, reading "Chickens need space to move." This text disappears and another sentence appears that says, "Help us give them lives worth living."

The screen becomes white and the Animals Aotearoa logo, the name of the organisation with a yellow shape of a chicken next to it, appears. Underneath is the organisation's website address: animalsaotearoa.org. The music fades out and the video ends.