

Project	Spoken Words	Approximate Duration
Safety Insurance Company Video #2 - Total Loss	209 (160 words = 60 seconds of video) Max word count: 200	78 SEC

AUDIO	VISUAL SUGGESTIONS
Background Music.	<p>LOGO</p> <p>IMAGE FOLDER / CHARACTER DESIGN</p> <p>The linked images are just for loose reference.</p>
<p>NARRATOR (V.O.) <i>Sorry about your accident, we're here to help get you back on the road, so what happens next?</i></p>	<p>FRANK appears, he's walking around his badly damaged car looking at it. A thought bubble with a question mark appears over FRANK's head. FRANK vanishes-</p>
<p>NARRATOR (V.O.) <i>We've inspected your vehicle, appraised the damage, and determined it's a Total Loss.</i></p>	<p>-the damaged vehicle remains on screen. The car is scanned, then an X appears as it's determined to be a total loss.</p>
<p>NARRATOR (V.O.) <i>Within two business days, we will call you to discuss your payment.</i></p>	<p>FRANK at a desk in his home office. His smartphone rings. Split screen showing a POV of the phone screen, the caller ID shows the Logo with TEXT: SAFETY INSURANCE. FRANK answers.</p>
<p>NARRATOR (V.O.) <i>Before we call, you can help speed the process along by preparing your vehicle.</i></p>	<p>FRANK walks up to his damaged car, he looks at the vehicle for a moment.</p>
<p>NARRATOR (V.O.) <i>To start, remove your personal belongings and license plates.</i></p>	<p>Time transition/jump, same location, there is now a cardboard box full of items from the car. FRANK has just finished removing the front license plate which he adds to the box.</p>

<p>NARRATOR (V.O.) <i>If the vehicle is not in your possession, then leave your keys with the tow yard or body shop and-</i></p>	<p>FRANK handing his keys over to an EMPLOYEE at a reception desk. Transition to-</p>
<p>NARRATOR (V.O.) <i>-give them permission to let Safety Insurance pick up your vehicle.</i></p>	<p>Frank's Totaled Car being driven away on the back of a flatbed tow truck.</p>
<p>NARRATOR (V.O.) <i>If you don't have a loan, then you'll need to find your Title.</i></p>	<p>Show FRANK in his home office. He has a file cabinet open and he lifts a car title out of a folder. Could use another POV split screen to show a closeup of the document. Transition-</p>
<p>NARRATOR (V.O.) <i>If you have a loan, find the loan number, and tell your bank about the loss.</i></p>	<p>FRANK looking at a loan number on a document. Time jump, Frank now on the phone, split screen, he's on with a BANK EMPLOYEE. A speech bubble from FRANK appears with an X-ed out car. The BANK EMPLOYEE nods.</p>
<p>NARRATOR (V.O.) <i>Our payment is going to be based on the prices for vehicles like yours that are being sold in your area.</i></p>	<p>Show a map, point icons pop up indicating cars for sale of the same make/model/year. Different ambiguous prices are next to each. Lines form between the points, representing an analysis of the prices.</p>
<p>NARRATOR (V.O.) <i>Also, when we call you, we're going to send you some important paperwork.</i></p>	<p>FRANK on the phone in his home office, a stack of paperwork comes flying in and lands on the desk in front of him. FRANK looks it over-</p>
<p>NARRATOR (V.O.) <i>Once you sign and send it back, we will pay your claim.</i></p>	<p>-then he signs, and the documents fly off his desk, we follow them out. The documents fly into an office building with the Safety Insurance name and LOGO.</p>
<p>NARRATOR (V.O.) <i>If there is no loan, we will pay you.</i></p>	<p>Show a check icon going to FRANK.</p>

NARRATOR (V.O.)

If there is a loan, we will pay the bank, then pay any remaining balance to you.

The check icon remains on screen, but the arrow and FRANK vanish. A new arrow appears going [toward a bank icon](#). Then a moment later [another arrow branches out](#) with the balance going to FRANK.

NARRATOR (V.O.)

Thanks for choosing Safety Insurance. We'll help you manage life's storms.

Show FRANK next to his totaled car, he looks unhappy. In the center of the frame the [LOGO icon](#) starts to appear, as it does, the image of FRANK also transitions (maybe the frame flips) and now he is standing next to his newly purchased car (different design/color than original) looking happy.

Then the tagline appears under the [LOGO](#).

TEXT: **WE'LL HELP YOU MANAGE LIFE'S STORMS**

Alternative: Could be done as a split screen, same as the Alt in script #1