

Project	Spoken Words	Approximate Duration
Safety Insurance Company Video #1 - Repairable Vehicle	233 (160 words = 60 seconds of video) Max word count: 200	87 SEC

AUDIO	VISUAL
Background Music.	LOGO IMAGE FOLDER / CHARACTER DESIGN
NARRATOR (V.O.) <i>Accidents can be stressful, but we are here to guide you through the claim process.</i>	Show a sedan car , undamaged at first. This is the same vehicle throughout (Rob + Addison's car), the linked images are just rough inspiration. A crash cloud passes over the car, and now it appears damaged . A couple ROB and ADDISON appear, walking around the vehicle and surveying the damage.
NARRATOR (V.O.) <i>We'll need to appraise your vehicle's damage to determine if it's repairable or a total loss.</i>	ROB and ADDISON vanish, the damaged car remains. An APPRAISER character appears with a clipboard taking notes. Outlines over the damage are highlighted like they are being noted.
NARRATOR (V.O.) <i>If it's repairable, you will receive a copy of the appraisal report and a list of registered repair shops in your county.</i>	ADDISON appears sitting at the table in her kitchen, she's reading a hard copy of the report she received. Split screen, next to ADDISON appear 3 images for different repair shops. One of the repair shops is highlighted as a check mark appears beside it indicating/symbolizing it's the one that's been chosen. Zoom in on the repair shop to transition.

<p>NARRATOR (V.O.) <i>Then you may authorize the repair shop of your choice to commence repairs.</i></p>	<p>The repair shop is now full screen. ADDISON and ROB drive up to the shop in their damaged vehicle. One of the garage doors opens and out walks a MECHANIC who greets the couple.</p>
<p>NARRATOR (V.O.) <i>If additional damage is uncovered during the repair, a supplemental appraisal will be written.</i></p>	<p>Transition to-</p> <p>The damaged vehicle is now inside the repair shop, up on a lift. Underneath the MECHANIC has a flashlight and he points something out to the APPRAISER.</p>
<p>NARRATOR (V.O.) <i>Payment will be made to you, subject to the terms and conditions of the policy, unless you opt for Safety Insurance to pay the repair shop directly.</i></p>	<p>A check appears with the Safety Insurance Company Logo on it, then an arrow to an icon with ROB and ADDISON inside. The check remains but the icon switches to one of the auto shop inside.</p>
<p>NARRATOR (V.O.) <i>If you do, then the shop will ask you to sign a Direction to Pay form which they'll submit to us.</i></p>	<p>ADDISON and ROB stand at a counter across from the MECHANIC, ROB is signing a document. The MECHANIC picks up the completed document.</p>
<p>NARRATOR (V.O.) <i>Keep in mind, the total payment may be reduced by your selected deductible if you were greater than 50 percent at fault for the accident, or if the at fault party is unidentified.</i></p>	<p>Show icons for 2 cars in a crash, the 2 damaged cars then transition to opposite sides of a scale with the text FAULT in the middle. The scale teeters back and forth like it's determining who is more at fault, it dips towards one car.</p> <p>Then the scale balances evenly, and a question mark appears over the image, representing when the at fault party cannot be identified.</p>
<p>NARRATOR (V.O.) <i>If you have purchased rental coverage, you can rent at the rental provider of your choice.</i></p>	<p>Show ROB and ADDISON walking up to a car rental building/lot.</p>

<p>NARRATOR (V.O.) <i>We will pay up to your purchased daily rate for a rental while your vehicle is undriveable and being repaired.</i></p>	<p>Show ADDISON driving a rental car (a visually different model from their car being repaired) with ROB in the passenger’s seat next to her. Zoom back, the road they’re driving is being paved with dollar bills which appear just a little ahead of the car before it rolls over them.</p>
<p>NARRATOR (V.O.) <i>We’ll continue to pay for your rental during the time it takes to repair your vehicle, or until your rental coverage is exhausted - whichever happens first.</i></p>	<p>Still showing the car going over the dollar road, the road comes to an end. ADDISON and ROB park and get out, they walk over, and their repaired car is waiting for them in front of the auto shop. The MECHANIC tosses the keys to ADDISON.</p> <p>The couple get in and drive off.</p>
<p>NARRATOR (V.O.) <i>Thanks for choosing Safety Insurance. We’ll help you manage life’s storms.</i></p>	<p>Show ADDISON and ROB next to their damaged car, they look unhappy. In the center of the frame the LOGO icon starts to appear, as it does, the image of ADDISON and ROB also transitions (maybe the frame flips) and now the couple are standing next to their completely repaired car looking happy.</p> <p>Then the tagline appears under the LOGO. TEXT: WE’LL HELP YOU MANAGE LIFE’S STORMS -----</p> <p>Alternative Idea: Show ADDISON and ROB next to their damaged car, they look unhappy.</p> <p>In the middle of the frame the LOGO starts to appear, as it does, split screen, on the other half show the couple with their repaired car looking happy. The tagline appears underneath.</p>