

CLIENT: XYZ INSURANCE
SCRIPT: AGENT FOCUS
DRAFT: 1.0
WRITER: DAVE BLOUSTIEN

APPROX TIME	VISION	AUDIO
00:00.00	THE XYZ LOGO AGAINST A BLACK BACKGROUND IN CENTRE-FRONT.	UPBEAT MUSIC.
00:08.00	DISSOLVE INTO A FERTILE FIELD, BROWN AND FRESHLY PLOUGHED. THE LOGO ZOOMS PAST THE VIEWER AND DISSOLVES. A XYZ SUIT IS WALKING TOWARDS CENTRE FRONT. HE STOPS A FEW METRES AWAY FROM THE VIEWER.	FX: GENTLE BREEZE. XYZ (MALE, AUS): "AT XYZ, OUR BUSINESS ...
00:11.50	CARROT TOPS BEGIN GROWING OUT OF THE SOIL (TIME LAPSE).	"... IS GROWING". UPBEAT MUSIC
00:17.50	XYZ WALKS TO THE LEFT OF THE VIEWER. THREE YOUNG MEN AND AN OLDER ONE IN WORK CLOTHES MANUALLY PICK CARROTS. FROM THIS ANGLE, THE FARM LOOKS VERY SMALL.	"WHEN ROCKY LAMATTINA STARTED THIS FARM, IT WAS JUST HIM AND HIS THREE SONS. BUT AFTER WORKING WITH ME AT XYZ, HE DEVELOPED THE CONFIDENCE TO GROW. NOW THEY HARVEST, PACKAGE AND SHIP AROUND TWO AND A HALF <u>MILLION</u> CARROTS EVERY DAY."
00:30.00	XYZ POINTS TO THE RIGHT OF THE VIEWER'S ORIGINAL POSITION. THE MEN STAND AND ALSO POINT / SHIELD THEIR EYES FROM THE SUN. FROM THAT ANGLE, THE FARM IS ENORMOUS. A HARVESTER GATHERS CARROTS IN THE MIDDLE DISTANCE.	"TAKE A LOOK".

00:38.00	FADE TO BLACK.	FX: OCEAN SOUNDS
00:43.00	<p>FADE UP TO REVEAL VIEWER IS STANDING ON A CARGO SHIP IN THE OCEAN. THE DECK IS STEADY, BUT THE SEA AROUND IT IS A LITTLE ROUGH.</p> <p>A XYZ REP STANDS IN THE CENTRE-FRONT OF THE DECK DRESSED IN WATERPROOF GEAR.</p>	<p>XYZ (FEMALE, UK): “SHIPPING IS ONE OF THOSE THINGS THAT EVERYBODY NEEDS AND NEARLY EVERYBODY TAKES FOR GRANTED.</p> <p>BUT A SHIPPING COMPANY, EVEN ONE AS BIG AS THIS ONE, TAKES TIME TO GET ITS SEA LEGS”.</p> <p>THEY CAME TO SEE ME BECAUSE THEY’RE BEING TRUSTED WITH THEIR CUSTOMER’S PRECIOUS CARGO. AND THEY NEED SUPPORT TO <u>BUILD</u> THAT TRUST.</p>
01:01.00	<p>WHOOSH EFFECT: THE SEA CALMS DRAMATICALLY AS WE SAIL INTO DOCK. THE MANAGER TAKES OFF HER WATERPROOF GEAR. A CRANE PULLS ONE OF THE CONTAINERS OFF TO THE LEFT.</p>	<p>“JUST AS THEIR CUSTOMERS EXPECT THEM TO SAFELY DELIVER THE GOODS, THEY RELY ON US TO WEATHER THE STORM AND GET THEM TO A SAFE HARBOUR”</p>
01:11.00	FADE TO BLACK.	FX: LOW RUMBLE
01:16.00	<p>FADE UP TO OFFICE BUILDING IN QUITO. THERE ARE PANORAMIC WINDOWS THAT ALLOW THE VIEWER TO SEE THE LANDSCAPE AND SURROUNDING BUILDINGS.</p> <p>A LATINO WOMAN IN A BUSINESS SUIT SITS ON A SWIVEL CHAIR AT CENTRE-RIGHT.</p>	<p>XYZ (MALE, LATINO): “THE OFFICES OF THIS CAR HIRE COMPANY ARE BASED IN QUITO. SO WHEN THE ECUADORIAN EARTHQUAKES HIT ...”</p>
01:23.00	<p>THE RUMBLING GETS LOUDER AND THE TREMOR SHAKES THE ROOM. XYZ HOLDS ON</p>	<p>THE RUMBLING GETS LOUDER THEN SUBSIDES.</p> <p>“EVERYTHING HERE WAS TOTALLY FINE”.</p>

	<p>TO HIS DESK: STEADY AND ASSURED.</p> <p>IN THE DISTANCE, THERE ARE A FEW COLUMNS OF SMOKE</p>	<p>THERE IS THE DISTANT HONKING OF CAR HORNS.</p> <p>BUT THEIR FLEET WAS BADLY DAMAGED”</p>
01:31.50	<p>AS HE TALKS, XYZ STRAIGHTENS A PAINTING.</p>	<p>“OF COURSE, I CHECKED ON MY FAMILY FIRST! BUT WITHIN AN HOUR OF THAT TREMOR, I WAS ON THE PHONE, ASKING WHAT THEY NEEDED.</p> <p>ANOTHER HOUR AFTER THAT AND I WAS IN THE FIELD, HELPING THEM AND THEIR CUSTOMERS GET THEIR LIVES BACK ON TRACK”.</p>
01:47.00	<p>FADE TO BLACK.</p>	<p>FX: CRICKETS</p>
01:52.00	<p>FADE UP TO LATIMER SQUARE IN CHRISTCHURCH AT DUSK.</p> <p>IN THE FOREGROUND, A CARDBOARD CHURCH IS LIT.</p> <p>A XYZ SUIT MOTIONS TO THE VIEWER, WHO BEGINS WALKING TOWARDS HIM.</p>	<p>XYZ (FEM, US): “THE NEW ZEALAND EARTHQUAKE LEFT CHRISTCHURCH CATHEDRAL BEYOND REPAIR.</p> <p>BUT REVEREND CRAIG DIXON INVITED SHIGIRU BAN, A ‘DISASTER ARCHITECT’, TO DESIGN THIS MIRACULOUS NEW CATHEDRAL OUT OF CARDBOARD!”</p>
02:06.00	<p>THEY WALK INSIDE. THE VIEWER CAN ROTATE THEIR HEAD TO LOOK AT THE CHURCH FROM ANY ANGLE.</p> <p>THE DEAN TURNS AND SMILES.</p>	<p>AND NONE OF IT COULD HAVE HAPPENED WITHOUT THE BROKER WHO HELPED US DELIVER EXACTLY WHAT THE COMMUNITY NEEDED TO MAKE THIS POSSIBLE.</p> <p>ISN’T IT BEAUTIFUL?</p>
02:18.00	<p>FADE TO BLACK.</p> <p>THE LINKS OF THE XYZ LOGO WOOSH PAST THE VIEWER, ASSEMBLING THEMSELVES IN CENTRE-FRONT.</p> <p>XYZ: MADE POSSIBLE</p>	<p>VOICE OVER: “THESE DREAMS AND MORE, MADE POSSIBLE BY XYZ. WHEREVER YOUR VISION TAKES YOU.”</p>

