



## VIDEO SCRIPT

**Client:** NCFI  
**Spot:** Concept 1, Spot 1: Green Watchdog/New Pink – Energy to Spare (:30)

VIDEO	AUDIO
<p><i>Split screen white background. Real Pink panther asleep on floor.</i></p>	
<p>1. Pink panther asleep on floor.</p>	<p><b>sfx: Soft snoring/breathing.</b></p>
	<p>V/O: Pink used to be a pretty efficient way to insulate your home. But times change and technology improves.</p>
	<p><b>sfx: Pitter-patter of footsteps.</b></p>
<p>2. Fox Terrier in green t-shirt or sweater. Shots of him running, jumping, playing, bouncing around.</p>	<p>V/O: Meet InsulStar, advanced foam insulation. It cuts energy use by up to 40%.</p>
	<p><b>Sfx: Whistle/swooshing like sound to emphasize speed/energy.</b></p>
<p>3. Terrier begins turning backflips over and over and over.</p>	<p><b>Sfx: Lite panting/breathing.</b></p>
<p>4. Terrier sitting looking extremely happy and energized.</p>	<p>V/O: Green works harder than pink – saving energy, trimming power bills, and preserving our valuable natural resources.</p>
	<p>V/O: InsulStar. Advanced foam insulation technology. Green – it’s the new pink.</p>
<p><i>Terrier and Panther fade out. Logo, phone number &amp; url fade in.            VO: Green – it’s the new pink.            Logo. URL, 800 #.</i></p>	<p><b>sfx: Terrier bark at end of VO.</b></p>



**Spot: Concept 2, Spot 1: Green Force Field - Green (:30)**

**VIDEO**

**AUDIO**

<p><i>Brown, dusty, desolate home with tumbleweed rolling down street and charred trees/bushes.</i></p> <ol style="list-style-type: none"> <li>1. Wasteland – brown, dusty, scrubby.</li> <li>2. Slowly, beginning of a green arch being drawn over house. Parts of house, trees &amp; bushes begin to come alive (vivid color).</li> <li>3. As arch continues to cover home, everything that’s brown under the arch turns to color. Begin to see birds flying around house.</li> <li>4. Arch is completed. Child rides bike down street, birds flying, dog playing in yard, etc. Visually signifying green and happy.</li> </ol> <p><i>Completed glowing arch, house image fades out. The arch remains and logo, phone number &amp; url fade in under the arch. URL, 800 #.</i></p>	<p><b>sfx: desolate wind; desert sounds.</b></p> <p>V/O: What if every new home built from now on could save up to 40% on its energy consumption?</p> <p><b>Sfx: desert sounds are gradually replaced by birds chirping (maybe other happy neighborhood sounds in background)</b></p> <p>V/O: InsulStar advanced insulation technology wraps your home in a comfortable, energy-efficient seal.</p> <p><b>sfx: continue with desert sounds being replaced by birds, dog barking, children laughing.</b></p> <p>V/O: It’s like a green force field that protects your family against the elements and reduces your energy use by as much as 40%.</p> <p><b>Sfx: Happy neighborhood sounds. Children laughing, birds chirping, dogs barking, etc.</b></p> <p>V/O: InsulStar – a comfortable home for you and a greener world for all of us.</p> <p><b>sfx: Force Field sound (like a high powered fluorescent light noise).</b></p>
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**Spot: Concept 3, Spot 1: Keeping up with the Smiths - Green (:30)**

**VIDEO**

**AUDIO**

<p>1. Child's hand drawing of upscale home.</p>	<p><b>Sfx: Happy neighborhood sounds. Children laughing, birds chirping, dogs barking, etc.</b></p> <p>M: Hi. We're the Smiths, and when we built our new home, we installed InsulStar foam insulation.</p>
<p>2. Child's hand drawing of trees and birds with a rainbow in the background.</p>	<p><b>FX: Child whistling like bird imitations.</b></p> <p>F: And this past year, we saved a lot of these...</p>
<p>3. Child's hand drawing of dump truck loaded with coal.</p>	<p><b>FX: Child making truck zoom zoom noise.</b></p>
<p>4. Child's hand drawing of piggy bank.</p>	<p>M: ...and a couple of these.</p> <p><b>FX: Child making money like noises (chi-ching) .</b></p>
<p>5. Back to hand-drawn shot of home.</p>	<p>F: Oh, yeah – and we also saved a bunch of <i>these</i> in the process.</p> <p><b>FX: Happy neighborhood sounds. Children laughing, birds chirping, dogs barking, etc.</b></p>
<p>6. Child's hand drawn house morphs into actual photo of home.</p>	<p>M: InsulStar can reduce your energy consumption by up to 40%. That's good for your wallet and great for the environment.</p> <p><b>FX: Continue happy neighborhood sounds .</b></p>
<p><i>Actual home fades away, logo, phone number and url fade in.</i></p>	<p>V/O: InsulStar. Advanced insulation technology for a comfortable home and a beautiful world.</p> <p><b>FX: Happy neighborhood sounds fade out .</b></p>