

Television Script

10 second English – female

We see a woman just about to hang up a piece of clothing on a washing line. The shot of the same woman then cuts to black and white, and we see her now holding up a card – police mugshot style – in the same position she was holding the washing. She has a stern expression on her face.

On the card we see the printed word PROSECUTED. Over this image we hear her voice:

Male voice over: “Last year we caught 56,493 benefit thieves. It’s not ‘if’ we catch you, it’s ‘when’.”

Cut to black screen with red type that says: AND THEY THOUGHT THEY’D NEVER BE CAUGHT!
The O of the word THOUGHT is our target symbol. We close in on this symbol, and lose the rest of the type, then bring on the super: TARGETING BENEFIT THIEVES.