

Television Script

10 second English – Male

We see a black and white shot of a man holding a box. The box switches to him holding up a card – police mugshot style – in the same position he was holding the box. He has a stern expression on his face. On the card we see the printed words CRIMINAL RECORD. Over this image we hear a voice:

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

We shrink back the shot of the man holding the card until it is a tiny square in the centre of the screen, then we bring on lots more small squares ‘video wall’ style around it. In each square is a different benefit thief holding up a card with their penalty on it: FINED PROSECUTED IMPRISONED etc

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.