

Television Script

30 second English version

We begin with a woman in the back garden of her home, about to hang some washing on the line. We see the silhouette of her male partner sitting inside the back door, reading a newspaper. They both look quite serious. On the washing line we see a pair of men's overalls and other men's clothing. She holds up a man's t-shirt in both hands, ready to peg it on the line, and speaks directly to camera:

Woman: "I said I lived alone, but I didn't..."

At this point we cut to a black and white shot of the same woman now holding up a card – police mugshot style – in the same position she was holding the t-shirt. She has a stern expression on her face. On the card we see the printed word PROSECUTED. Over this image we hear her voice:

"...I thought I'd never be caught"

We cut to a man opening the back doors of a transit van, parked in front of a small warehouse type building. Inside the van are lots of boxes, which he is obviously delivering. Another man, who owns the warehouse, wanders up and hands him a wad of cash. The first man pockets the cash then lifts a large box out of the back of the van with both hands and speaks directly to camera:

Man: "I got paid for some work and didn't declare it"

We then cut to a black and white shot of the same man now 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 his voice:

"...and I thought I'd never be caught"

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

Male voice over: "Last year we caught 56,493 benefit thieves. They all had to pay back the money they stole and some even lost their possessions as a result."

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.

Benefit thieves. It's not "if" we catch you, it's "when".