

Script Prepared For: **American Family Insurance**  
 Subject: **PREMIER LEADER “LIMITLESS”** By Patricia J. Murphy  
 Date: 11/16/2020  
**Draft 2**  
 Estimated Length: 3. 5 MINS

CU = close up; MS = medium shot; WS = wide shot; ECU = extreme close-up; POV = point of view;  
 Sound f/X = sound effect; VO = voice-over (unseen narrator), OC = narrator on camera; DIS = dissolve  
 TC = Timecode

| REF # | VISUAL   | AUDIO   |
|-------|--|---|
| 1     | American Family Insurance animated logo  | <i>(Music: to accompany opening logo and title)</i>   |
| 2     | <b>Introduction:</b>   | <i>(Music: to accompany opening graphic and title)</i>  |
|       | <b>Title:</b>  | <b>“Limitless” (Alt: No Limits)</b>   |
|       |  | <b>Narrator (V/O):</b>  |
| 3     | Title continues OR use footage<br><br><b>Visuals:</b> These will be a collage of services that AM FAM agency owners provide--and the obvious heart they display while performing them. | We've been watching you... <i>(Not in a creepy way)</i><br>Your drive.<br>Your desire.<br>Your determination...<br>To care for your clients' Concerns and catastrophes<br><br>To help your clients and<br>And the communities<br>Realize their<br>greatest hopes<br>and dreams... |

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| 4      | <p>TC In</p> <p>TC Out</p> <p><b>Visuals:</b> A collage of going the extra mile, working tirelessly, etc.</p>  | <p><b>Narrator (V/O):</b></p> <p>You are well<br/>on your way<br/>To becoming<br/>what we call<br/>A <b>Premier Leader</b>--<br/>A beloved American Family<br/>member with limitless possibility—<br/>and potential...<br/>At the top [<b>alt: top 3 percent</b>]<br/>Of ALL Agency Owners...</p> |
| 5      | <p>TC In</p> <p>TC Out</p> <p><b>[Visuals:</b> Of an agent owner “suing up” and preparing their mindset, workspace, and commitment to achieve greatness and become a PL.]</p>  | <p><b>Narrator (V/O):</b> In this section...</p> <p><i>So, if/when you choose<br/>To join our Premier Leaders--<br/>To actually suit up...<br/>To follow their lead...<br/>Yet, blaze your own trail...<br/>To the limitless top—the pinnacle of<br/>Our Agent Owners...</i></p>                  |
| 6      | <p><b>Graphic:</b></p> <p>Section 2</p> <p><b>Visuals:</b> We see someone preparing a wonderful feast celebration—with the colors of AM FAM which are also NZ flag colors...maybe with hints of a Maorian (the NZ indigenous people) feast or celebration?</p> | <p><b>Narrator (V/O):</b></p> <p><i>There will be a<br/>A celebration<br/>Waiting for YOU...<br/>In a space that is<br/>LIMITLESS like YOU with...</i></p>  |

REF. #VISUAL

AUDIO

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**Visuals:** Beauty shots of the massive mountain ranges, the breathtaking landscapes including the lakes, the rivers, the flora and the fauna, and wildlife (e.g. dolphins, rare birds, and whales, etc)

**Visuals:** Beauty shots of hiking, biking, watersports, bungee jumping, etc.

**Visuals:** Beauty shots of locals interacting with each other, and Maorian people sharing their art—their cultural dances, handmade treasures, music, and the amazing cuisine in NZ! (I cut out the cuisine section and combined with culture!)

**Visual:** Visuals highlight each of these aspects, and then turn the camera upside down for a bit, and then right side up...

## Narrator (V/O):

**LIMITLESS Beauty** where glaciers, rivers, and lakes created a home with the most diverse terrain, and flora and fauna in the world...

**LIMITLESS Adventure**—where “adrenalin” is like oxygen, and “adventure” is everyone’s middle name...

**LIMITLESS Culture**--where its people, past and present, and their art, cuisine, history—and stories will enchant you...

In a limitless, unimaginable place on this planet...

So filled with unlimited pleasure, and discovery that... It will turn your world upside down in...

**QUEENSTOWN, NZ --the outer-limits, out-of-site site for the Premier Leaders Conference 2022...**

| REF. #VISUAL   | AUDIO  |
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| <p>8 Section 3</p> <p><b>Visuals:</b> Beauty shots from the website, beginning with location, lake it is nestled on, and the amenities listed, including the fire pit!</p> <p><b>Visuals:</b> Beauty shots of the resort exteriors, then interiors—could we include the fire pit here or at the end with the details of the hotel's restaurant—or when we mention the hotel being a launching pad?</p> <p><b>Visuals:</b> Beauty shots of the waterfront/lake, and the massive mountain ranges...</p> <p><b>FYI:</b> Need to check if all rooms have these. <b>Visuals</b> of interiors of the rooms if we can get the specific type of room?]</p> <p><b>Visual:</b> Pics of spa service area, fitness center, pool, steam, and sauna rooms]</p> <p>[<b>Visuals:</b> Pics of water taxi taking guests to/from the hotel to Queenstown]</p> <p>[<b>Visuals:</b> Pics of the Hilton's restaurant, private room service, and fun cozy fire pit!</p> <p>[<b>Visual:</b> Fun way to simulate a launching pad and a countdown...5, 4, 3, 2, 1-- from the fire pit???</p> | <p><b>Narrator (V/O):</b><br/>Where each qualifying Premier Leader and a guest will enjoy:</p> <p>--6 days, 5 nights of "limitless" luxury at the <i>Hilton Queenstown Hotel</i>—a lakeside resort and spa, close to Queenstown, nestled on the shores of the Frankton Arm of Lake Wakatipu with its...</p> <p>--Infamous, and breath-taking waterfront, and "Remarkables" mountain views (Yes, they really are called Remarkables!)</p> <p>--Cozy hotel rooms with alpine-style décor, gas fireplaces, 250 three count sheets, bathrooms and showers, and balconies... [Alt: Cozy hotel rooms with premier amenities for our Premier Leaders and guests...]</p> <p>-- A full-service spa and fitness center, a 25-meter indoor heated pool, plus steam and sauna rooms...</p> <p>--Scenic and convenient transportation by water taxi...</p> <p>-- Limitless food and drink options at the Hilton's Signature Wakatipu Grill, in your hotel room, or around the cozy fire pit!</p> <p><b>--And, THE LIMITLESS launching pad to Queenstown's unlimited life changing experiences for our "no-limit" Premier Leaders and their guests...</b></p> <p>back country trails<br/>filled with adventure, discovery, and surprise...</p> <p>[<b>Visuals:</b> Pics of gorgeous tracks, and trails with people walking, hiking, and biking! One adventure-y, one quiet? Each scenario here</p> |

| REF. #VISUAL   | AUDIO  |
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| <p data-bbox="237 195 256 222">9</p> <p data-bbox="285 264 691 541"><b>Visuals:</b> Pics of gorgeous tracks, and trails with people walking, hiking, and biking! One adventure-y, one quiet? Each scenario here and below could build from quiet and peaceful--to crazy adventurous!</p> <p data-bbox="285 583 691 861"><b>Visuals:</b> Pics of adventurous types could show a before, during, and after trying these adventurous excursions, including Shotover Jet Boat Ride visual—the best way to see the Iconic Shotover Canyon!</p> <p data-bbox="285 903 672 997"><b>[Visuals:</b> Visual of a collage of these water sports from beginner to EXTREME!</p> <p data-bbox="285 1077 691 1423"><b>Visuals:</b> Visuals of some of the locals, and Maorian people interacting with visitors? A few could be chance encounters with locals. Others could be true cultural experiences with Maorian people in authentic dress at a ceremony or event?</p> <p data-bbox="285 1503 691 1633"><b>Visuals:</b> A few visuals of the “middle earth” areas where LORD OF THE RINGS' movies were shot!</p> | <p data-bbox="727 195 1211 222"><b>Narrator (V/O):</b> In this section...</p> <p data-bbox="727 264 1292 359"><b>Including your choice of limitless... [ALT:</b> Including a limitless all-you-can-enjoy QUEENSTOWN Buffet like...]</p> <p data-bbox="727 405 1409 468">--Hiking, biking, or walking along scenic tracks or back country trails...</p> <p data-bbox="727 510 1390 716">--High-flying bungy-jumping, swinging, ziplining, climbing, abseiling and rappelling, and skydiving...or canyoning, and caving adventures...<br/>to get your blood pumping...<br/>and your heart racing!</p> <p data-bbox="727 867 1365 961">--Swimming, white water rafting, surfing, kayaking, and partaking in more water sports than you can shake a paddle at...</p> <p data-bbox="727 1077 1382 1245">--Encounters with today's locales—nicknamed “KIWIS”, and yesterday's indigenous people both with a rich history, colorful culture, and a welcoming way that will warm you from the inside out...</p> <p data-bbox="727 1434 1414 1560">--Touring sites of massive mountain ranges sprinkled with vast mythical forest that you'll think you were plopped right into a LORD OF THE RINGS' movie set...because, well, YOU HAVE!</p> |

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**Graphic:**

## Section 4

**Visuals:** Guests visiting the gorgeous vineyards, and tasting the choice wines...

**Visuals:** Highlight a parade of the glittery, fun-filled, musical places to explore at night!

**Visuals:** A collage of places and dishes to be enjoyed, and the amazing chefs--pushing limits just like our **Premier Leaders.**

**Visual** of a future PL or two standing in a pose ready to start a race or are still for a moment when they hear the question **SO WHAT ARE YOU WAITING FOR** and they rush off to meetings, answering calls, etc. Then, we could see a mountain top or some festive place in NZ come into clear view and where there is a dot or a flag that says **YOU ARE HERE**—or **SEE YOU HERE** or **THERE**, etc.

**Narrator (V/O):** In this section...

--Drinking [alt: Soaking] in the fruits of Queenstown's award-winning vineyards by day...

...And the sights and the sounds of its glittery nightlife by night at Queenstown's world-class nightclubs, friendly pubs and sophisticated wine bars--and Center Queenstown's best hidden lanes with bars featuring live music and bands.

*(Do not forget to taste their world-famous, award winning Pinot Noir!)*

--And, when you've worked up an appetite, sample any of Downtown Queenstown's limitless food options from its 150 diverse cafes, restaurants, stylish bistros, and gastro pubs offering everything from fine dining to traditional cuisine created by world-class chefs passionate about creating seasonal eating options, using fresh, local produce, and pushing limits—**just like our Premier Leaders...**

So, what are you waiting for? Show us there are no limits to you [alt; the no-limit YOU] and we'll be celebrating you at the Premier Leaders Convention 2022 in Queenstown, New Zealand!

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|--------|--|---|
| 11     |  |   |
| 12     | <b>Graphic:</b><br>Section 5               | <b>LOGOS:</b> Lastly, possibly cut to the logo of trip and/or AM FAM LOGO and jingle and then turn it upside down because the trip is on the bottom of the Earth. We could then turn it right side up after that!   |
| 13     | <b>Conclusion: ending title or graphic</b> |   |
| 14     | Fade to black                              | <i>(Music out)</i><br><b>Possible music throughout:</b><br>-- Eagles "Take it to the Limit"<br>-- "The Land Down Under..."<br>-- "Ain't No Mountain High Enough"..."<br>-- "Don't Stop Believing"..."<br>--Maorian music from New Zealand?<br>--Some New Zealand top pop music? |
| 15     |  | # # #   |