

Script Prepared For: **American Family Insurance by Patricia J. Murphy**

Subject: **DREAM MAKER (AA WDW DS)**

Date: 02/19/2020

Draft 2

Estimated Length: 3 Minutes

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 Logo	American Family Jingle
2	Title: DREAM MAKER	(2) Music: Transition to "Dream Weaver", "When You Wish Upon a Star"-like music.
3	Shots of AM FAM ALL AMERICAN doing what they do to help their clients.	[V/O:] YOU ARE A DREAM MAKER. You turn ideas into inspirations. Questions into answers. Problems into solutions.
4	Shots of AM FAM ALL AMERICANS doing what they do to help the communities they serve.	Dreams into realities. Towns into communities.
5	Shots of AM FAM ALL AMERICANS going the extra mile: running a marathon, attending a house sale or graduation, painting a community mural, volunteering at a blood drive, etc.	You are what we call An ALL-AMERICAN A dream champion. A creative [alt: an unstoppable] force that turns clients into dreamers. It's what you do... Who you are... It's written on your heart. It's in your blood.

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6	<p>Visual: Shots of AM FAM ALL AMERICANS Meeting w/clients, celebrating dreams realized, working together on a charity task of some sort, wearing their INSURING CAREFULLY, DREAMING FEARLESSLY shirts?</p>	<p>[VO:] And, for all of your Insuring carefully Dreaming fearlessly Working tirelessly... AND... Turning things around daily for your clients [Alt: in your clients and communities lives!] and communities... MUSIC: <i>Turn, Turn, Turn (Byrds), Turn the Beat Around (Gloria Estefan) like music.</i></p>
7	<p>VISUAL: We begin our positive comparisons of AFAM work vs. ORLANDO at the Swan and Dolphin play... --Snowy traffic jam in Milwaukee vs. a golfer hitting a long drive on a sandy, sunny Swan and Dolphin Golf Hotel Golf Course.</p>	<p>(7) So, we'd like to turn your... Long commutes into long drives.</p>
8	<p>VISUAL: A long table of people in a meeting and then endless beaches in Orlando at the Swan and Dolphin Hotels?</p>	<p>(8) Endless meetings [Alt: Endless contributions] into endless beaches.</p>

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9	<p>VISUAL: Someone eating lunch or a lunch on a desk near a computer, etc., and then lunch on a boat deck or pool deck in Orlando at the Swan and Dolphin Hotels' property?</p>	<p>[V/O]: (9) Lunch at your desk Into lunch on the deck.</p>
10	<p>VISUAL: Shot of someone answering emails or someone's email box with a ridiculous amount of emails in the box vs. a family on the beach with one of them buried up to his/her ears--OR a family just having a whole lot of fun? (All jumping in the air on a beach?)</p>	<p>(10) Up to your ears in emails. To up to your ears in fun.</p>
11	<p>VISUAL: Each of the visuals that follows gives a bit of a clue as to where this place is.</p> <p>--The first could be a plane with its itinerary headed to FL, a basket of oranges, an alligator?</p> <p>After the big reveal, we'll use visuals that highlight many of Orlando's Swan and Dolphin Hotels' amenities, etc.</p>	<p>(11) And, we know just the place we can do this... <i>[Alt: And, we know where we can do this...]</i></p>

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12	<p>VISUAL: Shot of Fireworks? Or a magic wand turning a normal every day in Madison into in an extraordinary day at Orlando's Swan and Dolphin Hotels?</p>	<p>(12) Where some real characters [alt: they] know a thing or two... About turning the ordinary into the extraordinary</p>
13	<p>VISUAL of a kid's eyes vs. a cartoon character's eyes turning into saucers, grins into smiles,</p>	<p>(13) Eyes to the size of dinner plates [Alt: Eyes into saucers]; Grins into smiles; Sighs into squeals; Moments into memories... And, making dreams come true... LIKE YOU!</p>
14	<p>VISUALS: Postcard of Orlando that dissolves into the Swan and Dolphin Hotels aerial view, and then front entrance.</p>	<p>(14) It's Orlando--the place for the American Family Insurance's All-American DREAM Convention! [INSERT DATES]</p>
15	<p>(15-23) VISUALS: Exteriors, and interiors of the Orlando's Swan and Dolphin Hotels!</p> <p>VISUALS: Each "amenity" dissolves into the other.. (Alt: A collage of these images?)</p>	<p>(15-23) And, where you and a guest will be <i>our guest</i> for...a X day/X night dream stay at the Swan and Dolphin Hotels...and enjoy... (We'll make this real fast!)</p> <p>--A central location smack dab in between some of the world's best amusement parks...</p>

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<p>Visual: Photo of these actual boat/bus transportation sites or a generic transportation visual--bus, boat?</p>	<p>--Complimentary transportation to/from <i>[alt: these]</i> nearby parks every 15-20 minutes--so you won't miss a minute of fun...</p>
<p>Visual: Shots of the lakefront, the 5 pools, the rock grotto with waterfalls, and water slide, the white sand beach, and some of the beachside fun...</p>	<p>--A tropical playground with 7 acres of beautiful lake front property and 5 sparkling crystal blue pools--including a rock grotto with waterfalls, and a water slide, a white sand beach with beach activities, sports, and entertainment...</p>
<p>Visual: Shots of Disney ticket kiosk, late Magic Hours, on-site character dinner?</p>	<p>--Special park benefits: including on-site ticket and information desks, "Magic Hours", <i>[alt: extended hours]</i> on-site <i>character-filled</i> dining experiences...</p>
<p>Visual: Shots of some of the world-class dining options and/or signature meals?</p>	<p>--Award-winning dining with global cuisine from your choice of 17 restaurants and lounges...</p>
<p>Visual: Shots of v-ball, basketball playing...</p>	<p>--Endless recreational activities, world-class shopping opportunities...</p>
<p>Visual: Shots of a few mind, body spirit treatments: facial, body massage, etc.</p>	<p>--Luxurious and exotic spa treatments--from facials to body massages for pure relaxation and unwinding...</p>

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<p>Visual: Shots from one or two of the four golf courses, and a shot of mini-golf play?</p> <p>Visual: A group shot of people having more fun than is humanly possible at WDW...</p> <p>Visual: Tying back to beginning with an : an Inspirational, collage of of an AM FAM AA agent making dreams come true....</p> <p>Visuals: Of AM FAM HQ, people, place, the work, the logo, etc.</p>	<p>--Access to and advance tee times at the Swan and Dolphin Hotels' four championship golf courses, ...mini-golf privileges at the nearby 36-hole mini-golf course...</p> <p>--And, more fun than you could dream of...</p> <p>But, we know you can... [Alt: And, more fun anyone could dream of... but not you!]</p> <p>Because you are... A DREAM MAKER... A DREAM CHAMPION... An American Family All-American The pride of American Family Insurance..</p> <p>And, as Walt Disney once said.. "You can design and create, and build the most wonderful place in the world. But it takes people to make the dream a reality!"</p> <p>For us, these people are you... <i>Our All Americans</i> <i>Our DREAM MAKERS!</i> <i>We couldn't do it with YOU!</i></p>

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16	FADE OUT	<p><i>For more information on the American Family All-American Dream Convention, visit INSERT EMAIL ADDRESS or QR CODE to pull up!</i></p> <p><i>[Alt: For more information, keep your ears and eyes open or visit INSERT EMAIL!]</i></p> <p><i>See you there!</i></p> <p>American Family Insurance jingle.</p> <p># # #</p>