

Targeting Benefit Thieves TV advertisement script – “Cash in hand”

We open with a man standing outside a house where some building work has been taking place. He is being paid ‘cash in hand’ by another man. As the first man walks away, looking a little nervous and cautious we see a target symbol start to appear very gradually at the edges of the screen, then slowly become more and more evident as it begins to encircle him.

Male voice over:

“We’re closing in on benefit thieves who get paid for work and don’t declare it.

We’re closing in with hidden cameras.

We’re closing in with over 3,000 fraud investigators.

We’re closing in on benefit thieves with every means at our disposal.”

We follow our man as he walks home, with the target symbol gradually closing in on him, more and more. Occasionally we see him glance over his shoulder as if fearful of being observed/followed. Finally we see him enter the door of his home and go inside. At this point the target symbol has closed in to such an extent that it virtually encircles our man’s face. Suddenly the door bell rings and we see the man react to this sound with an apprehensive/anxious expression as if this is something he’s been dreading.

“And when we catch you, you could face a criminal record and even a prison sentence.”

We mix through target symbol around the man’s face as it becomes the letter O in the super:

We’re closing in.

Dissolve through to end frame and bring on the logo:

TARGETING BENEFIT THIEVES.

Benefit thieves. We’re closing in