

Targeting Benefit Thieves TV advertisement script – “Living together”

We open with a view from the window of a house overlooking a housing estate. We see a curtain twitch but we don't see a person, we simply see what they are observing; a man and woman at the gate of a house across the road. It is early morning and the woman is chatting with her male partner. At the same time we see a target symbol start to appear very gradually at the edges of the screen, then slowly become more and more evident. As her partner walks off down the street, we hear a 'tut' of disapproval from the person observing this scene, then a close up of a phone being picked up and numbers being tapped into it.

Male voice over:

“We're closing in on benefit thieves who claim they live alone.

We're closing in with our confidential hotline.

We're closing in with over 600 calls a day.”

We cut to the woman from the opposite house going back inside her home as the target symbol continues to encircle her.

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

We see our woman brewing up in the kitchen of her home, and then sitting down on the settee in front of the TV with a mug of tea in her hand. (Throughout her home we also see tell tale glimpses of a male presence that all help to suggest she's sharing her house with the guy who left earlier.) Over this action of the woman in her home we see the target symbol gradually closing in on her more and more, until it virtually encircles her face. Suddenly we hear a loud rapping on the front door and we see the woman react to this sound with an apprehensive/anxious expression, as if this is something she'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 woman'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.