



**Client: Thy Will BD**

**Date: 30.10.17**

**Advert 2, v1: Sideways Disinheritance**

(Duration: 30 seconds)

**Location: Outside Front House, Inside hall**

**Props:**

Children (in school uniform?)

Car

<b>Visual Description</b>	<b>Voiceover / Audio</b>	<b>Onscreen Text</b>
1. MID – Car pulling up outside front of house  Slow-mo (60fps)	(sad, slow piano music)	
2. CU of kids and mothers' feet getting out of car (60 fps)  3. MID shot across car roof in foreground of children running away from car towards house front door  4. CU woman closing car door  (60fps)		
4. CU woman's face standing by car looking past camera toward child with sad smile (thinking to herself)  (120fps)	(woman thinking) <b>'It's been difficult bringing up the children on my own since I divorced.</b>	

<p>4. MID of kids turning round once they've reached the locked front door, waiting for Mum.</p> <p>MID back to woman walking towards camera – towards front door.</p> <p>(120fps)</p>	<p><b>(woman thinking) but we've managed and the house is in my name and is now mortgage free.</b></p>	
<p>5. MID/WIDE</p> <p>Woman walks towards front door - towards camera</p> <p>Cut to CU of woman's eyes thinking Cut to CU of putting key in door to open</p> <p>(120fps)</p>	<p><b>(Woman thinking) I've now found a new Man who has proposed to me but I'm in a real quandary</b></p>	
<p>6. WIDE interior from hallway – door opening and kids running in past camera</p> <p>(60fps)</p> <p>Cut to CU of woman's face coming through door</p> <p>(Normal speed)</p> <p>MID Closes door behind her - looks at door shutting (or hanging up coat) then back to camera</p>	<p><b>Woman PTC: he just rents his home, so what if I marry him and it does not work out?</b></p>	
<p>7. Woman – MID - PTC</p> <p>(60fps)</p> <p>Woman looks up past camera CU (as if looking at kids) Rye smile but sad.</p> <p>Fade to – WIDE - house exterior</p>	<p><b>Woman PTC: what would happen to my children's home if we divorced?</b></p> <p><b>"For advice on situations like this and any other relating to your will</b></p>	
<p>7. End slide</p>	<p><b>..call Thy Will Be Done today</b></p> <p><b>or visit <a href="http://thywill.co.uk">thywill.co.uk</a></b></p>	<p>Supers fill screen (<u>centered</u>) 'company LOGO' "THY WILL BE DONE" "telephone number"  website url</p>