

ASRE—Check It Out!

OPEN ON . . .

GRAPHIC ANIMATION

Hip, funky, MTV-style animated title opening—

ASRE—Check It Out!

JAMMIN' MUSIC—Upbeat, funky, exciting, hip hop music with some blazing electric guitar.

CUT TO . . .

INT. — LARGE DRUG STORE — DAY.

Our HOST is dressed in a black tee shirt, blue jean jacket, jeans, and unlaced boots. He wears sun glasses. Beneath a backwards baseball cap, his long hair is pulled back in a pony tail. He stands in front of a large group of young AMERICAN STORE EMPLOYEES. They surround him, crunching together, trying to squeeze into the shot. Like the host, they're pumped up and excited, dancing and moving to the music.

HOST

Yo! Welcome to ASRE—
Check It Out! You're down with

_____ .

I'm here in Chi-town chillin' with the
gang at American Stores.

The group cheers.

HOST

We've got a jammin' show for you
today. We'll be talkin' about the Big
M, monaaay, loot, mullah, the long
green.

(SFX: cash register)

How do we make it? How do we
spend it? And how can we get more
of it?

The group cheers.

QUICK CUT TO . . .

ASRE—Check It Out!

GRAPHIC ANIMATION (3 seconds)
The number—10 and ASRE.

HOST (VO)

Today is the big ten year anniversary
of American
Stores' *awesome* Retirement Plan
called ASRE. . .

Back to HOST.

HOST

and we'll find out how to scoop some
cool cash absolutely free.

So check it out!

CUT TO . . .

GRAPHIC ANIMATION (3 sec.)
The opening title sequence.

CUT TO . . .

INTERIOR — GROCERY STORE — DAY.

The host leans over the counter at the deli department, gives the young deli worker a soul shake, and asks him the first question.

HOST

Yo, man. We're talking about
money. You've got a good job.
What do you spend your money on?

CUT TO . . .

EMPLOYEE SHORT CLIPS

A fast-paced series of short employee video and sound bites. A funky ANIMATED BORDER in constant motion surrounds each of the people being interviewed. These responses are just suggestions and examples of style. The actual responses will come from the employees. Deli workers. Cashiers. Stock people. Pharmacists. Butchers. Grocer. Check-out people. All young, in the age range of our target audience—19 to 25.

Cut in short (1 second) sequences of the things they talk about.

MUSIC KICKS UP

ASRE—Check It Out!

EMPLOYEE
Pearl Jam tickets.

EMPLOYEE
CDs.

EMPLOYEE
Clothes.

EMPLOYEE
Beer.

EMPLOYEE
Bulls tickets.

HOST
I can dig that. Now what would you do if you had a lot of money? I mean a real pile. Livin' large. What would you spend it on? Get crazy.

EMPLOYEES SHORT CLIPS
Short answers. Mix in the answers with short sequences of their fantasies.

EMPLOYEE
A Porsche . . . *and* a Ferrari.

CUT TO . . .

PORSCHE or FERRARI (1.5 seconds)

SOUND—Porsche screaming through its gears

EMPLOYEE
A big house with a swimming pool
and an indoor basketball court.

EMPLOYEE
I'd make a movie.

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EMPLOYEE

Get a big yacht and sail around the world.

EMPLOYEE

Paaarty!!

HOST

Yeah!!

So how do you think you could get money like that?

EMPLOYEE

(Blank stare.)

EMPLOYEE

(Blank stare.)

EMPLOYEE

(Blank stare.)

HOST

Hello in there.
(Knocks on screen.)
How about saving it?

EMPLOYEE

No way.

EMPLOYEE

I don't make enough.

EMPLOYEE

I need money now. Saving's for the future.

HOST

Ding, ding, ding. The magic word.

EMPLOYEE

What?

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HOST

Future, my man. Future. That's what it's all about. You know, what's happening now (snap), and now (snap), and now (snap). The future's just now a little later, dig?

EMPLOYEE

Huh?

HOST

Pretend your life's a video.
Press fast forward.

The video fast forwards.

HOST looks ten years older. A little grayer, a little balder, a little fatter.

HOST

What' your life look like ten years from now?

Video fast forwards.

HOST looks twenty years older. Grayer, balder, fatter.

HOST

How about twenty?

Video fast forwards

HOST looks forty years older, white hair, white beard.

HOST

How about forty? You're retired.
What will your life be like?

BALD FAT MAN

Smiles and waves at camera.

EMPLOYEE

Bald and fat.

OLD WOMAN WITH BLUE HAIR

Smiles and waves at camera.

EMPLOYEE

I'll have blue hair and live in Miami.

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AMERICAN GOTHIC

The Grant Wood painting of the elderly farm couple owned by the Art Institute of Chicago.

EMPLOYEE

I'll look like my parents.

CUT TO . . .

ANIMATED GRAPHIC

Animated graphic of a huge POOL in front of a MANSION. An animated CARTOON of HOST's body—but with his REAL HEAD—floats in the pool sipping a huge exotic drink sprouting flowers. HOST's head talks to camera.

OR

This could also be shot in a really nice HOTEL'S INDOOR POOL.

HOST

If you want to be liven' large—or even a half-way decently—you've got to do something about it today. It doesn't happen by itself. It's up to numero uno.

EMPLOYEE

You mean save?

EMPLOYEE

Get real, I'm too young for this.

EMPLOYEE

I'm only nineteen.

EMPLOYEE

No way.

HOST

Yes way. In fact, saving is the only way. And American Stores helps you do it? And throws in some free money.

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CUT TO . . .

STORE — OVERHEAD ANGLE — FAST MOTION

High wide shot looking down on the store and HOST. From behind every counter and every aisle, hundreds of employees pour out in fast motion and surround HOST.

SOUND—stampeding elephants

HOST

Now I got your attention.

EMPLOYEE

Alright!

EMPLOYEE

Awesome!

EMPLOYEE

Jammin'!

EMPLOYEE

Why would American Stores give us
free money?

CUT TO . . .

HOST

From a wide-shot, the camera quickly pushes in to a close up of his puzzled face.

SOUND—squealing breaks

HOST

That's a good question.

CUT TO . . .

LONG CORPORATE CORRIDOR.

The camera follows the host down a corporate corridor. As he walks, he turns back to talk to us.

HOST

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When you want an answer, go right to the top. I have a tip Vic Lund, the CEO of American Stores, is in this office up ahead. Let's see what he has to say about this free money thing?

The host opens the office door. This is real guerrilla style shooting. It appears as if he's just barging in on the CEO of the company. The main camera follows the host. The second Hi-8 black and white camera weaves around the room in constant motion, picking up odd-angled close-ups of feet, faces, and details.

HOST

Hey, I'm looking for Vic Lund.
Anybody seen Vic Lund? Yo, Vic!
Where's the Vicster?

VIC LUND is talking with a group of people. They're shocked to see the host, this shabby-looking, long-haired intruder. Vic approaches the host.

VIC

I'm Vic Lund. How can I help you?

HOST

I'm _____.

The host gives Vic a complicated soul shake. Vic stays right with him.

HOST

Smokin'. We're shooting a video about American Stores' retirement plan. And I think our audience wants to know—forget about the audience—I want to know, what's with this free money thing? Are you guys just psyching us or is this for real?

VIC

It's for real. In fact, in the past ten years, we've put _____ million dollars into American Stores Retirement Estates Plan.

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HOST

(whistles)

Wheww. Like winning the lottery.

VIC

Not quite. We don't give it all to one person. We give it to *every* employee who participates in the plan.

HOST

Why? You pay them a salary. Why give them this extra money?

VIC

Our employees are responsible for our success. We owe them. This is one way we can pay them back and show them we appreciate them.

HOST

So what kind of money are we talkin' here?

VIC

Since this is the tenth anniversary of ASRE, American Stores will contribute _____ dollars to the plan.

For every hundred dollars an employee earned in 1994, ASRE will put _____ dollars into their profit sharing account.

HOST

Whoa!

VIC

That's not all. We'll also put _____ dollars for every _____ dollars they

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put into their ASRE Plan up to a total of 6%.

HOST

OK. That leaves me with the obvious question.

VIC

Shoot.

HOST

(sotto voice)

How do I get a job with this company?

VIC

(laughs)

HOST

(to camera)

I'm going to chill with my man Vic here for a while. We've got some stuff to talk about. Catch you later.

(to Vic)

Seriously, Vic, you have any openings for a video jock?

SWISH PAN TO . . .

HOST back in a store.

MUSIC KICKS UP

HOST

There it is. Get with ASRE and BOOM! free money. ASRE actually *pays* you to save.

But that's not all. Check this out. This is way cool.

ASRE—Check It Out!

You may not be able to put a lot into your ASRE account at first. But if you start early enough, the magic of compounding makes even a small amount of cash get huge.

ANIMATED GRAPHIC (2 seconds)
Small amount of dollars grow huge.

SOUND EFFECTS—Money growing

HOST
It's unbelievable. Check this out.

CUT TO . . .

GRAPHIC ANIMATION
A hip, MTV-style graphic treatment of how money grows through compounding.

The graphic shows how a fifteen hundred dollar a year contribution grows when started at age 25. The example is from the ASRE Annual Report Brochure.

HOST (VO)
Say you put fifteen hundred dollars into your ASRE plan every year until you were sixty-five. That's less than thirty dollars a week. If you started when you were twenty-five, you'd have put in a total of sixty thousand dollars. But because of tax-deferred compounding, you'd have almost eight times that much—over four hundred and fifty grand! Almost half a mill. You know what I'm sayin'? You'll be half a millionaire. And this doesn't even include the company matches.

EMPLOYEE
Alright!

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EMPLOYEE

Yes!

EMPLOYEE

Radical!

EMPLOYEE

Awesome!

HOST

HOST

But to get that kind of money, you
have to start soon.

GRAPHIC ANIMATION

The graphic shows how a fifteen hundred dollar a year contribution grows when
started at age 25, 35, 45, and 55.

HOST (VO)

If you wait even ten years, you'd have
less than two hundred thousand.

If you wait twenty years, you'd only
have a little over seventy thousand.
And if you wait until you're fifty-five,
ten years before you retire, you'll
have under twenty-five thousand.

HOST

HOST

The sooner you start saving, the more
you make. So it pays to start right
away.

And you can't start too soon.
You're going to *need* that money.
You know how the cost of things
goes up every year? Check this out.

GRAPHIC ANIMATION

MTV-style animation showing results of inflation. Money
gets smaller.

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HOST (VO)

Twenty years ago a car only cost three thousand dollars. Today that same car cost almost twenty thousand. It's called inflation and it means your money is worth *less* every year.

HOST

HOST

Over a few years the value of your money gets pounded.
(punches at the camera)

EMPLOYEE

That's not fair.

HOST

Hey, I don't make the rules.
And it gets worse over time.

GRAPHIC ANIMATION

MTV-style animation showing how much employees will need save to retire in 10, 20, 30, and 40 years.

HOST (VO)

Because of inflation, in forty years, you'll need every bit of that four hundred and fifty grand to retire.

But ASRE is the best way to get it.
Check it out in the brochure. It's all there.

HOST

HOST

You don't want to be slavin' at a McJob when you're sixty-five. You want to be large and in charge. And that takes bucks. And that takes saving. And that takes ASRE.

HOST

But there's more good news.

ASRE—Check It Out!

ASRE's not like saving money in a bank account. You're investing it in the best investment you can make—mutual funds. You choose how you want to invest. Boom! Just like the big money guys on Wall Street.

CUT TO . . .

SNOW BOARDER

A snow boarder sails over our heads in slow motion. (stock)

HOST (VO)

You can take some risk and go for the highest earnings.

CUT TO . . .

BUNNY SLOPE

A beginning skier snow plows down the bunny slope.

HOST (VO)

Or play it safe.

HOST

HOST

ASRE gives you all the investment choices in between. Check 'em out in your ASRE brochure.

EMPLOYEE

I don't know anything about investing. How do I know what to choose?

HOST

Don't sweat it. ASRE helps you make the right choices. You'll get all the info you need about investing for your future, showing you how to make the best choices for *your* goals

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and *your* situation. Need more information? Just pick up the phone. And you can change your investments any time with a single phone call.

Whoa, I've done enough yackin'. Lets hear what your fellow employees say about the plan.

PLAN PARTICIPANTS SHORT CLIPS

Short video and sound bites from employees who have participated in the plan. Some are older than our target audience and have been saving for years, but most are fairly close to the target audience's age. This is our chance to sell the plan from the employees' perspectives. These clips will push the different benefits of the plan. Like the employee clips, these are just suggestions. The real clips will come from the actual interviews.

PARTICIPANT

I never knew the small amount of money I put into ASRE every month would grow so fast.

PARTICIPANT

Compounding and no taxes really make a difference. And of course the company match.

PARTICIPANT

I'd advise anyone to start as soon as they can. You'd be a fool not to take advantage of it. Especially the company matches. I mean, who'd turn down free money.

PARTICIPANT

If you need to get money before retirement, you can borrow it from yourself as a loan.

PARTICIPANT

Automatic payroll deduction makes it easy to save. I'm not even aware I'm saving until I look at my ASRE

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statement and see how much my
money's grown.

HOST

Check it out. Free money from
company matches. Tax-deferred
compounding making your money
grow. Awesome investment choices.
And automatic payroll deductions
making saving easy.

You work hard for your money. Now
make your *money* work hard for you.

(holds up brochure)

All the information you need to get
started is right here in your ASRE
brochure.

Remember—it don't pay, if you don't
play. So be smart. Don't wait. Get
with the plan today.

Hey, it's your life.

Peace.

Later.

MUSIC KICKS UP

CUT TO . . .

GRAPHIC ANIMATION

Funky, MTV-style, graphic animation. The words tumble and burst across the
screen—

ASRE
Check It Out!
Free Money
Growth
Choice
Smart Saving
Your Future

ASRE—Check It Out!

End with the TAG—
It's your life

MUSIC—reaches crescendo

As the music hits it's last downbeat, instead of the standard fade to black, the video clicks-off to black with the small diminishing white dot in the center as if the television monitor were suddenly switched off.