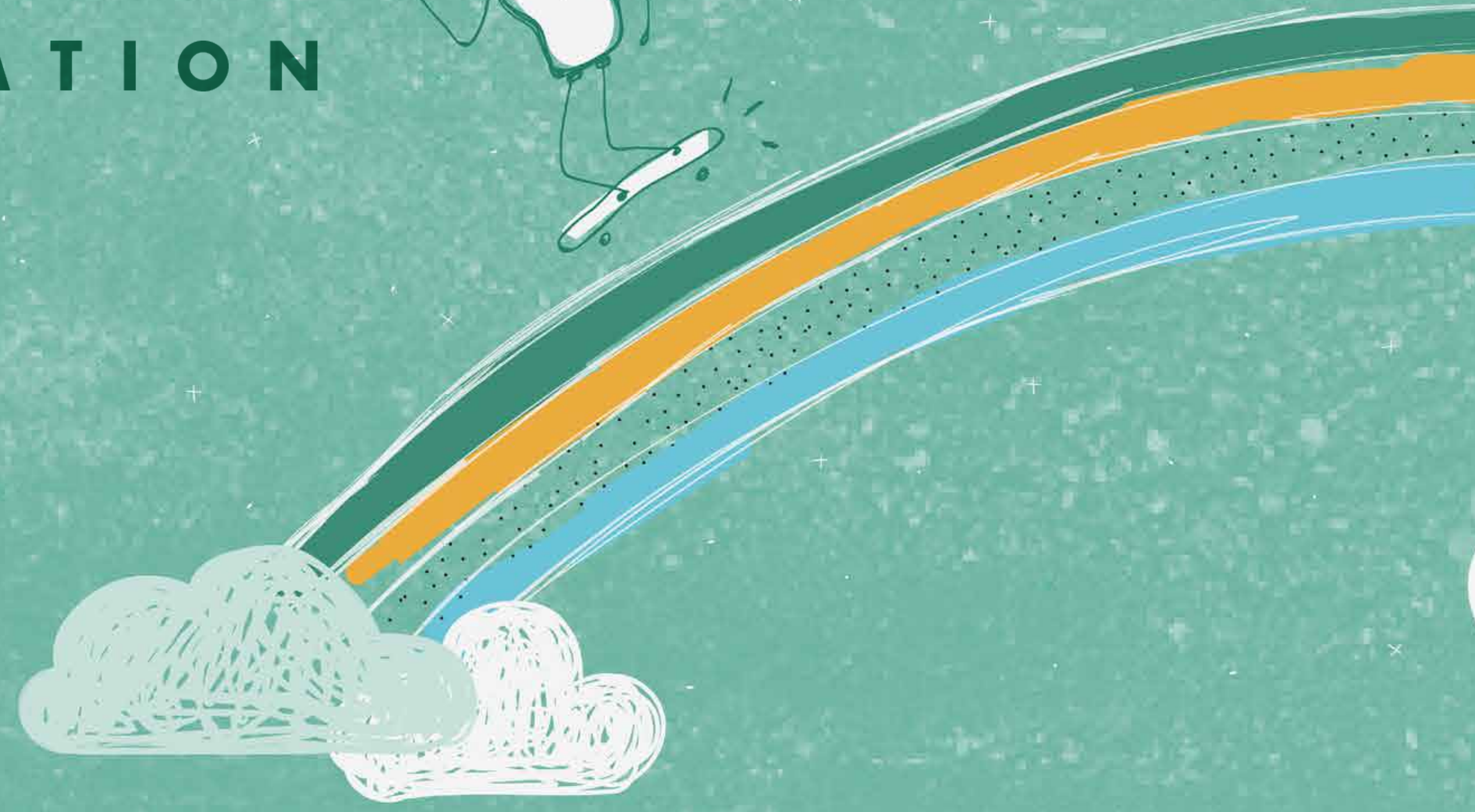
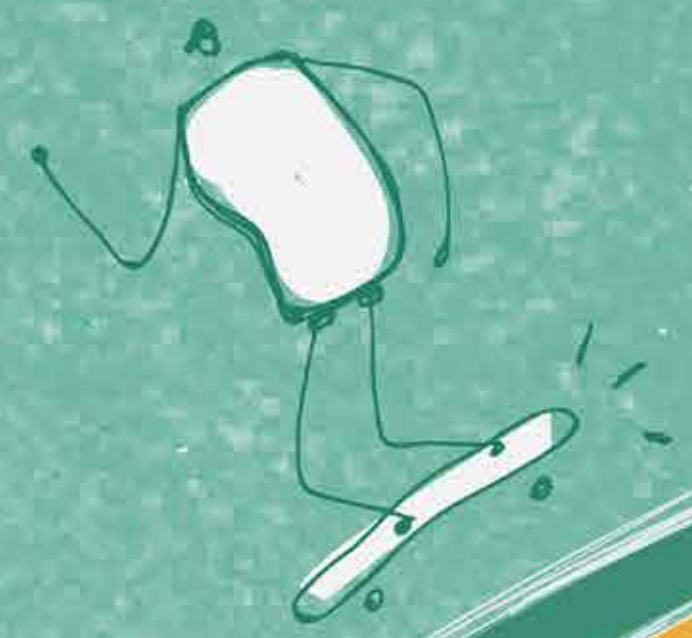


Client Name: Vouch

20th March 2017



SAGE ANIMATION



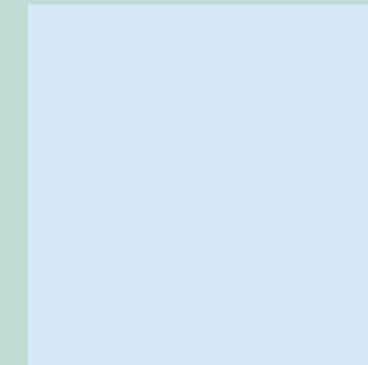
Typography

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy
Zz !?@#%

The Big Brown Fox Jumped
Over The Lazy Dog

Arial Rounded MT Bold

Colour Swatches



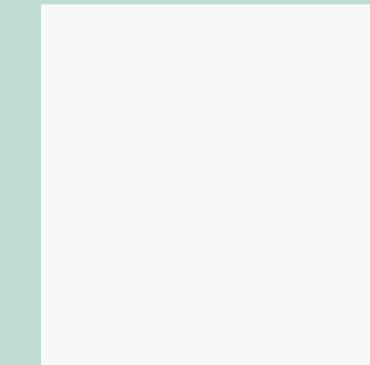
#D6E9F7



#F5C950



#294A63



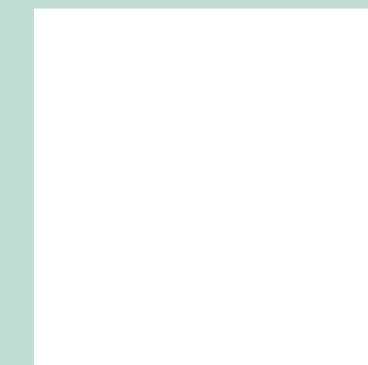
#F7F8FA



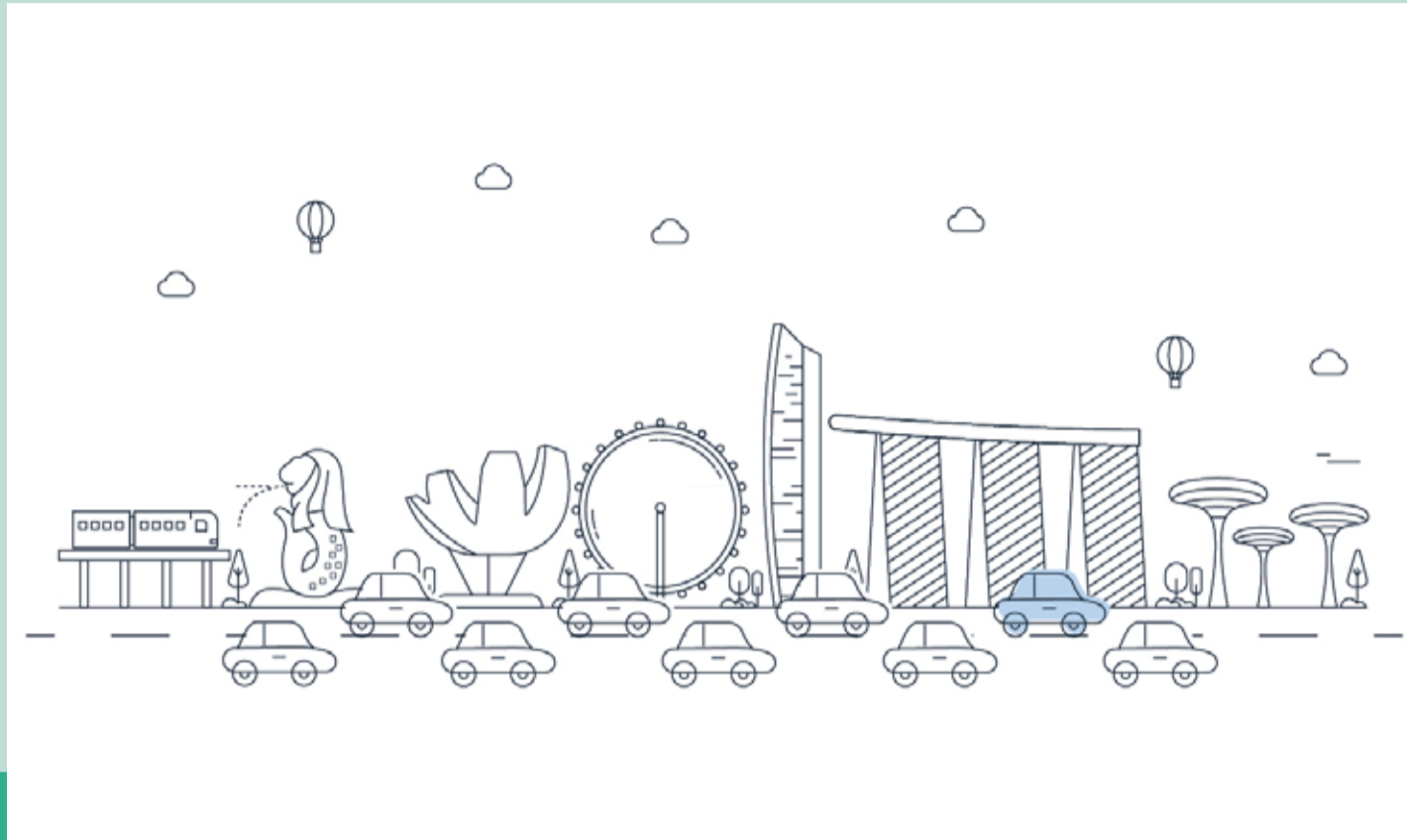
#6191AF



#060709



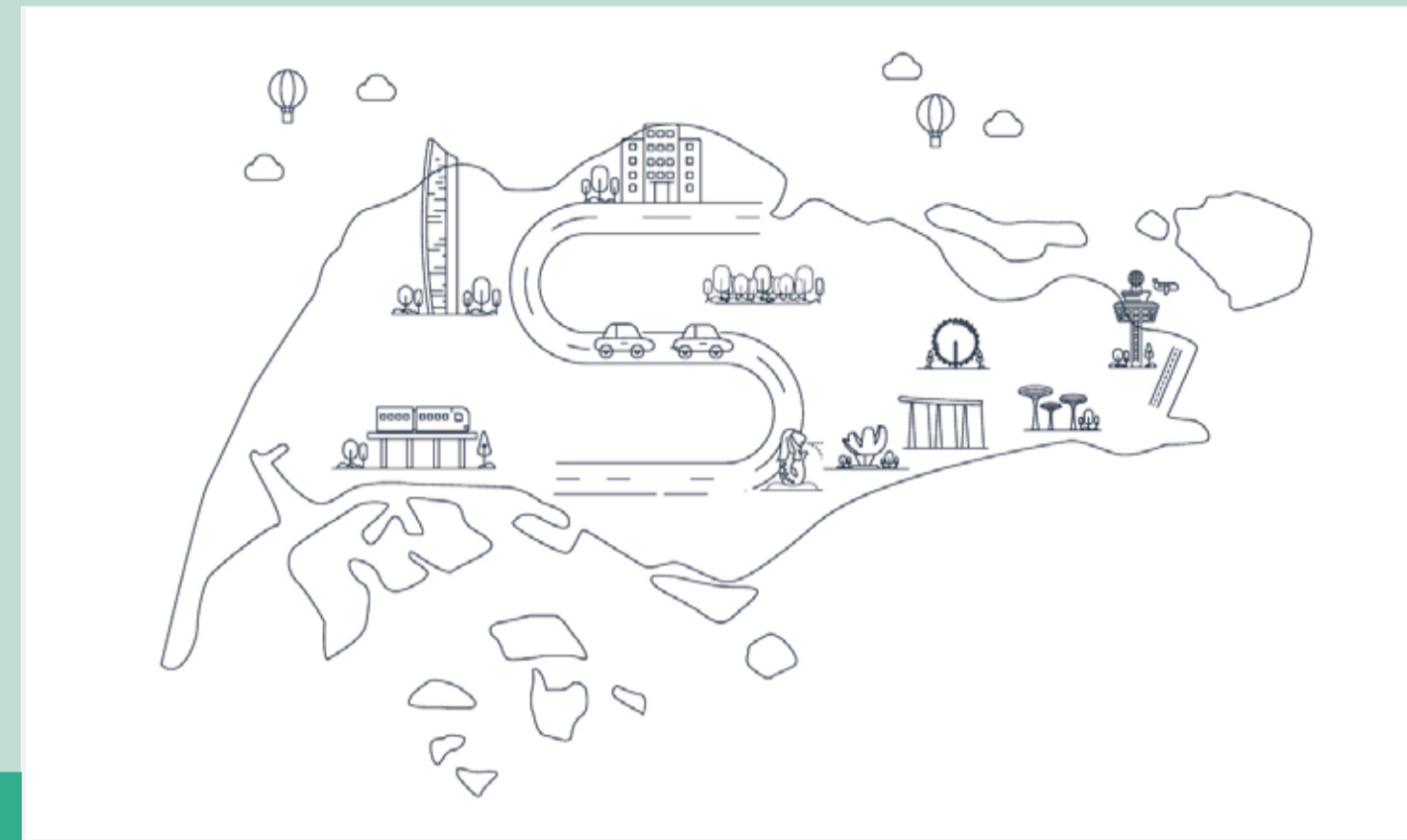
#FFFFFF



1

Script: Hi! Did you know that you could be getting cash back from you insurer for good driving?

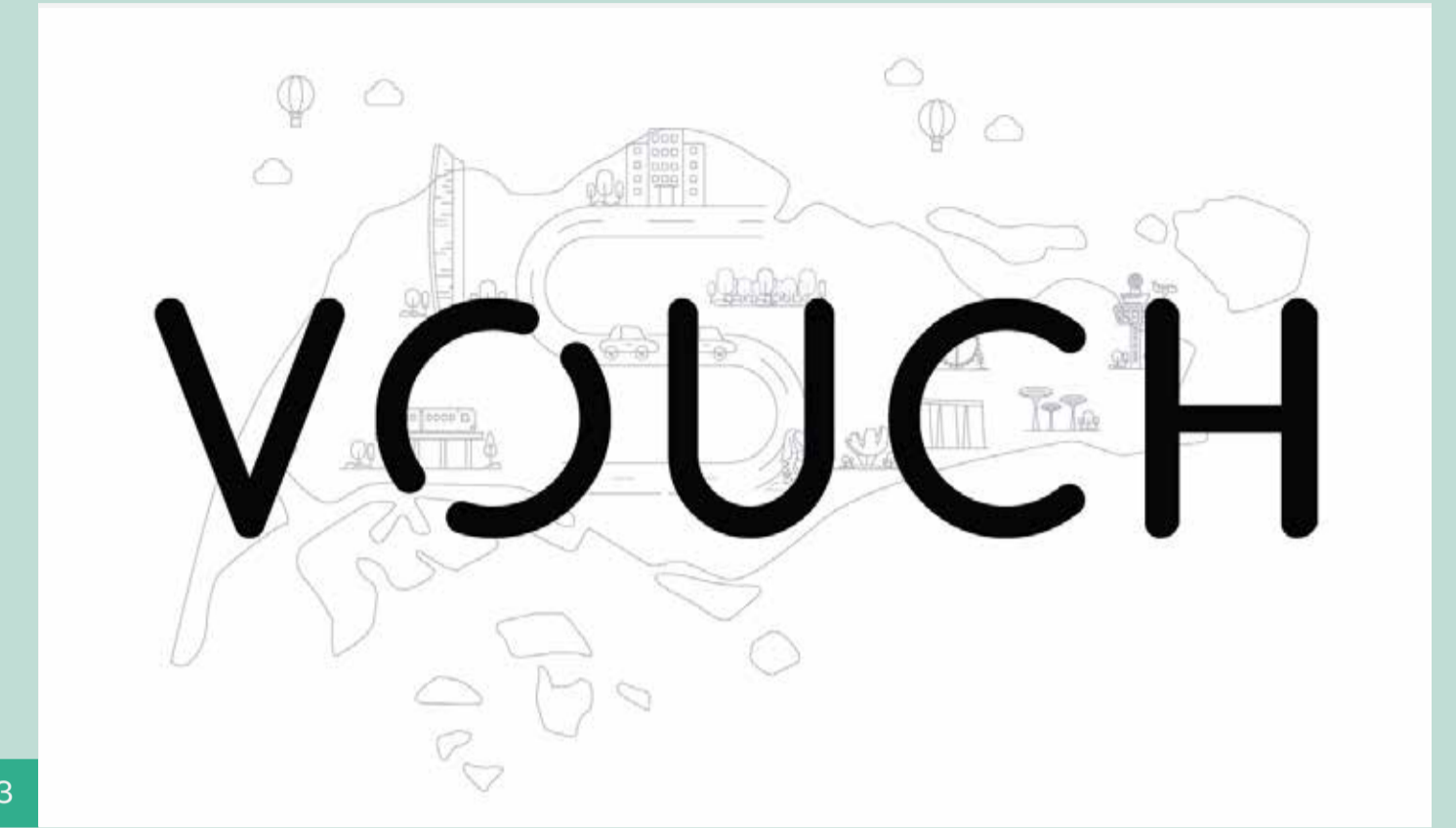
Animation: Cars moving from left to right.



2

Script: Vouch is bringing you the

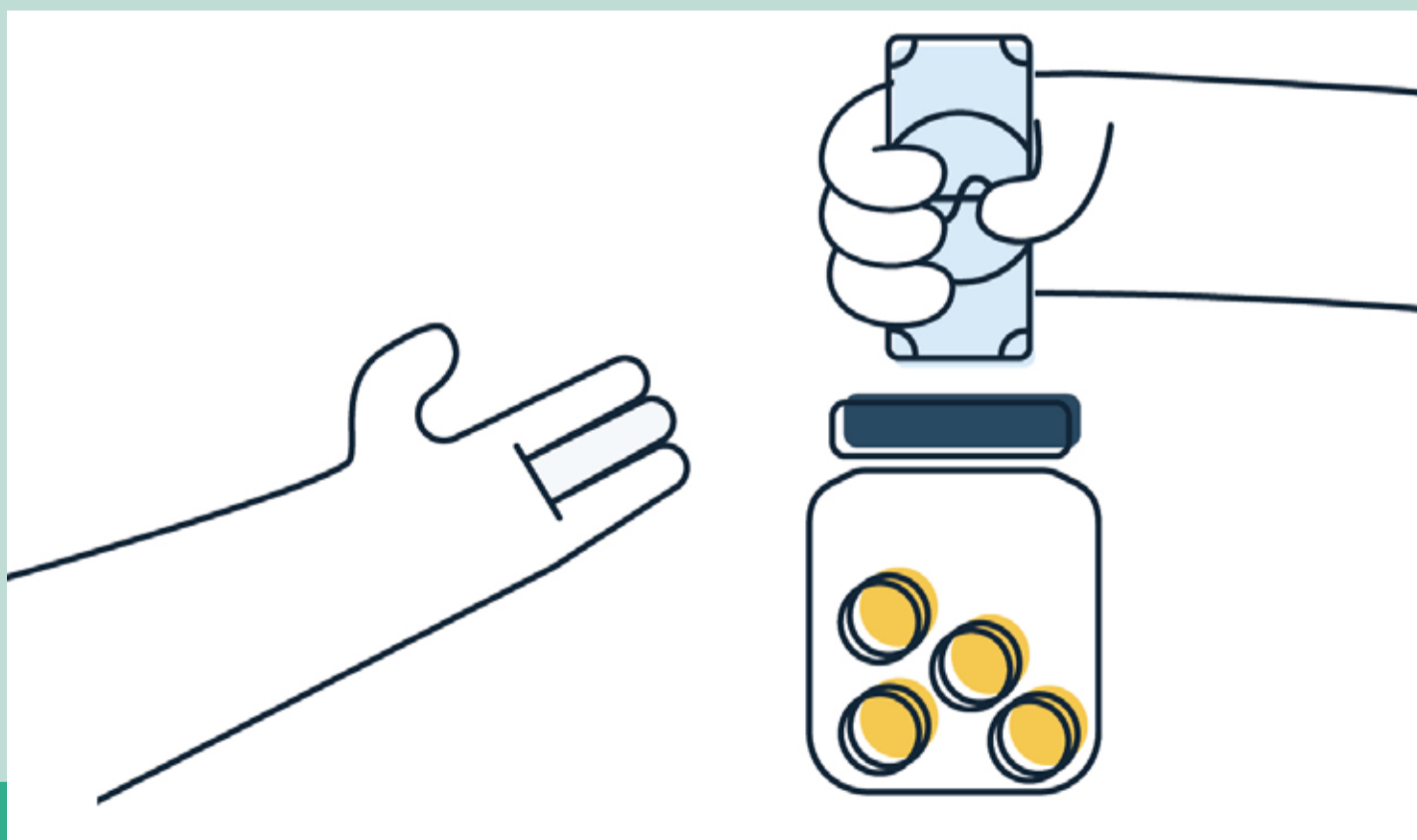
Animation: Cars move down the road



3

Script: FIRST car insurance in Singapore

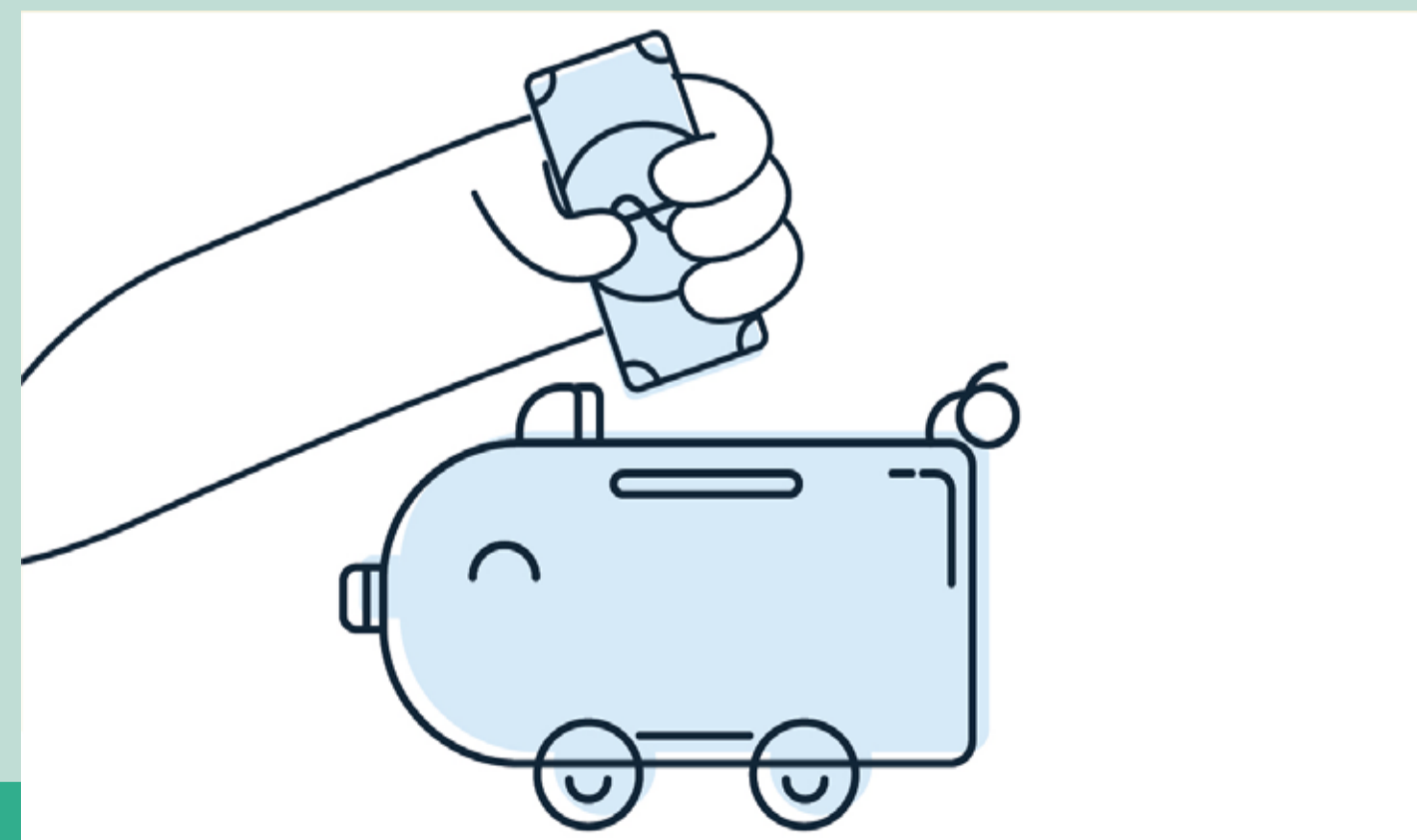
Animation: Logo appears and background fades



4

Script: that gives you up to 15% cash back on your premiums paid.

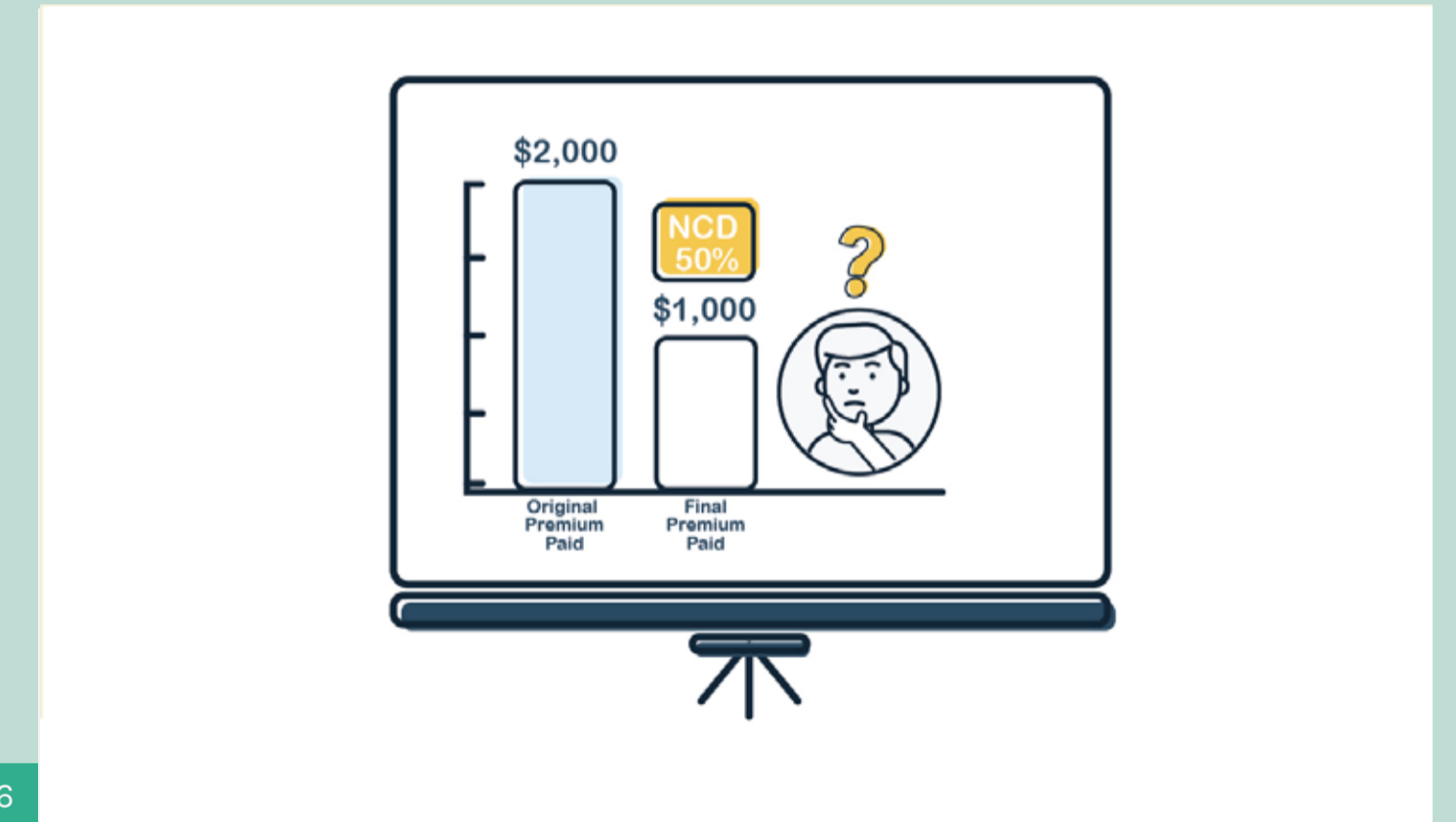
Animation: Hand takes cash out from jar.



5

Script: Yeah, that's right, more savings if you don't make a claim.

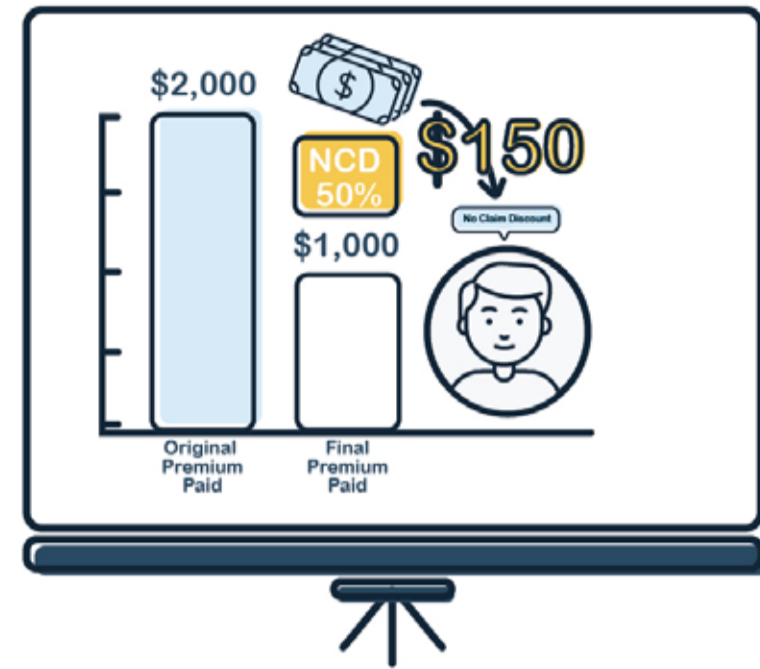
Animation: Putting cash into the piggy bank.



6

Script: Isn't that just the no-claim discount?

Animation: Guy scratches chin.



7

Script: No, this is cash back on top of your No-Claim Discount!

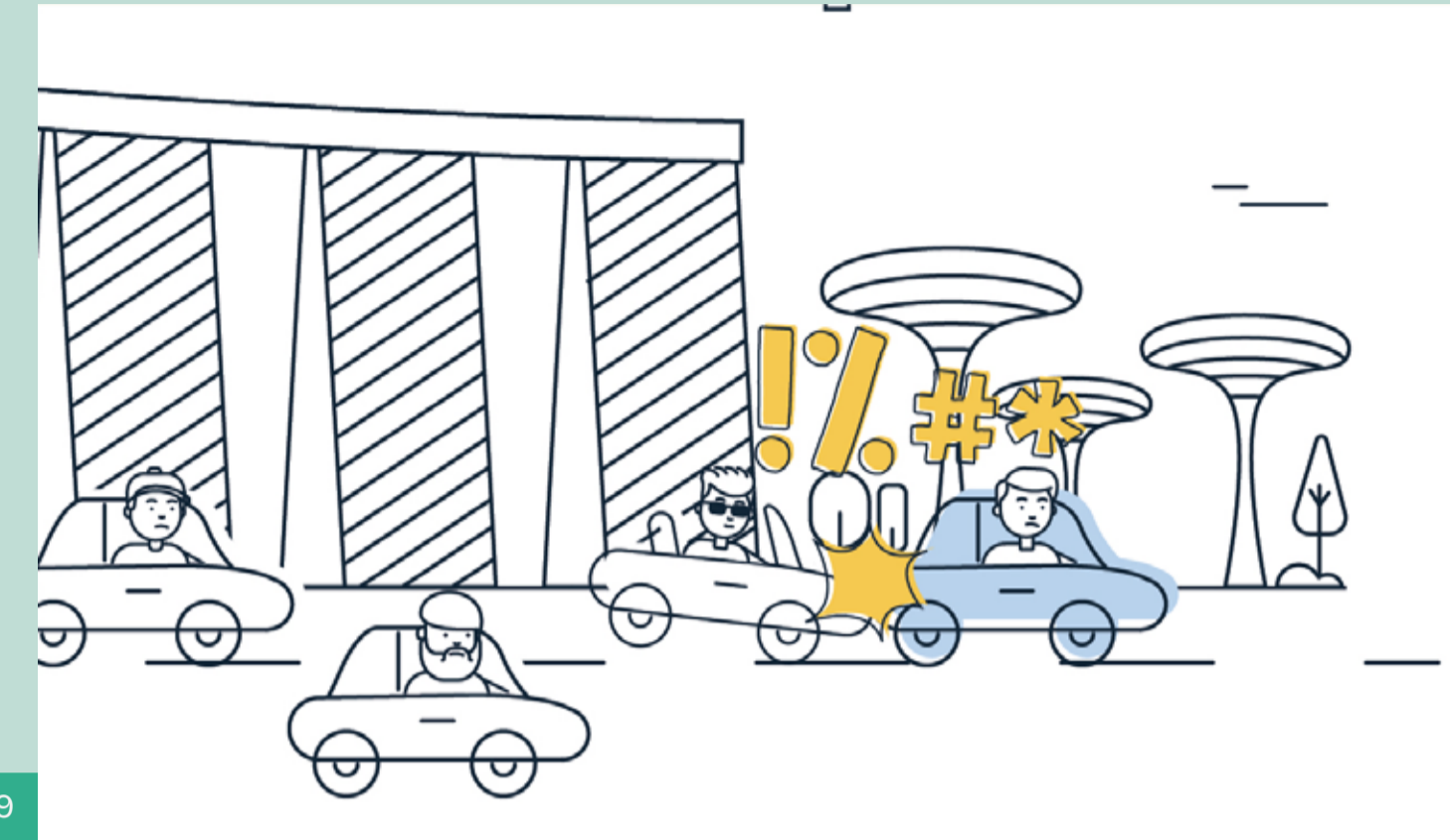
Animation: Money goes into the guy.



8

Script: We don't think it's fair that safe drivers

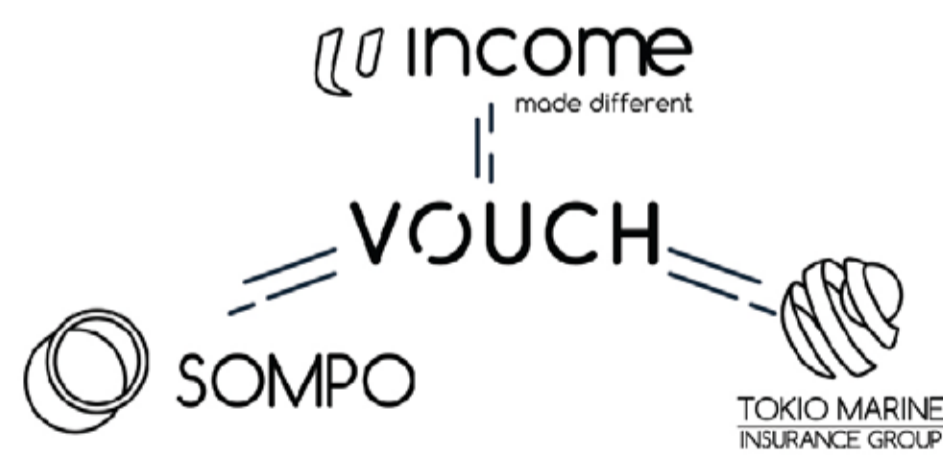
Animation: Car crashes



9

Script: pay extra to cover claims by bad drivers

Animation: Zoom in of car crashing



10

Script: So, Vouch partners with forward looking insurers such as NTUC Income, Somp, and Tokio Marine.

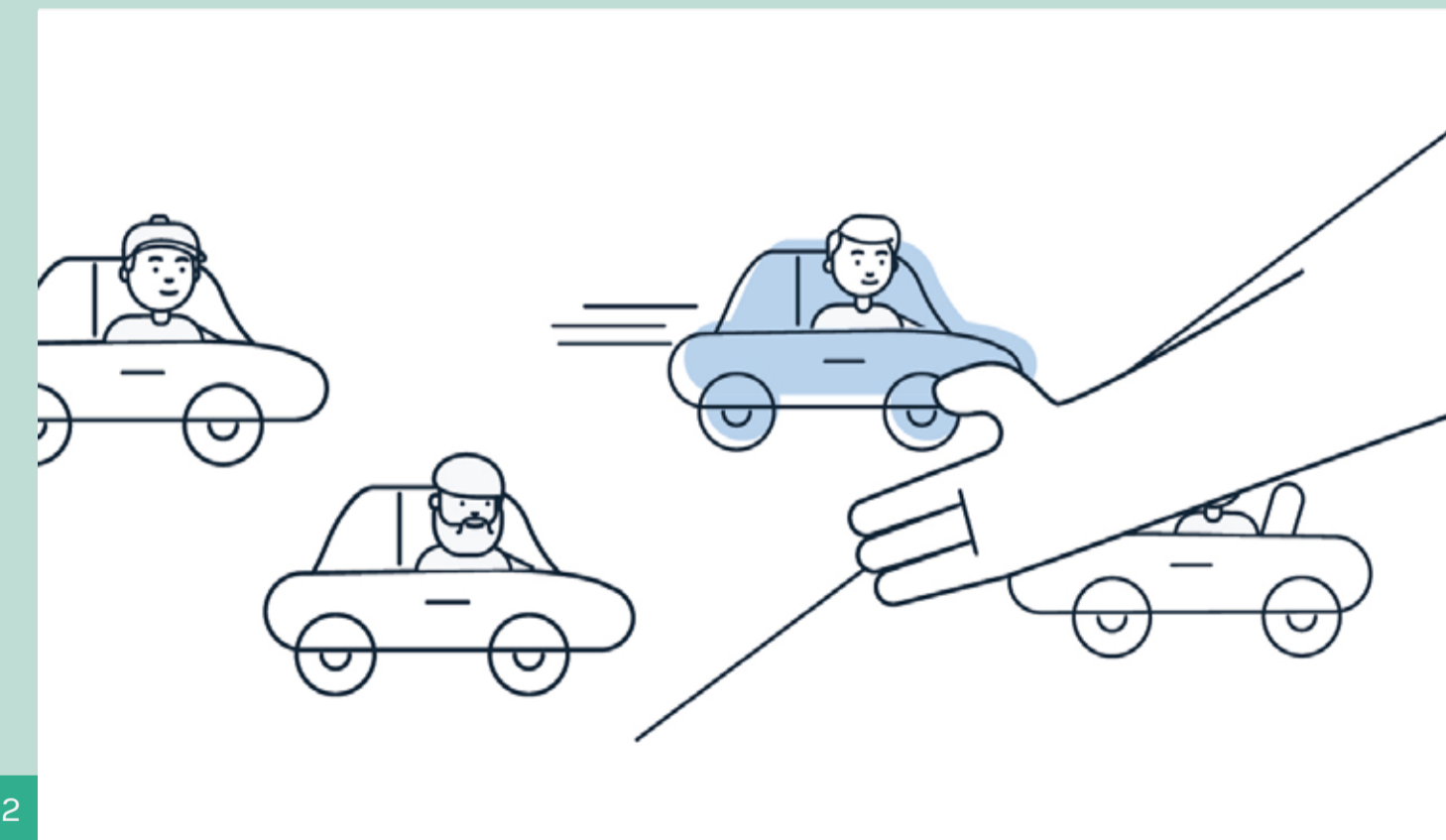
Animation: Logos branch out from vouch logo.



11

Script: To make insurance fair.

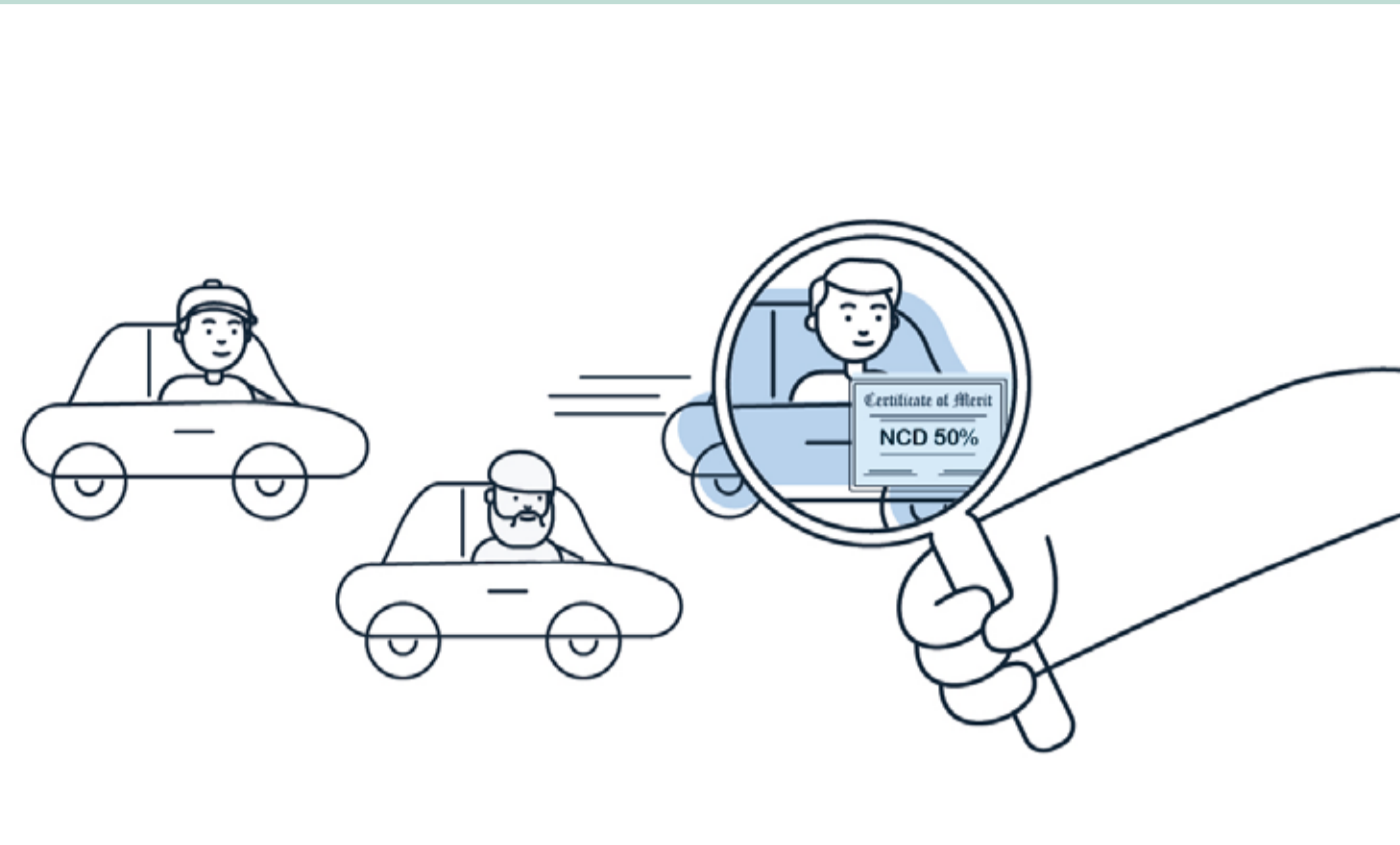
Animation: Hands stamps the logos.



12

Script: Here's how we are doing it. We group safe drivers together

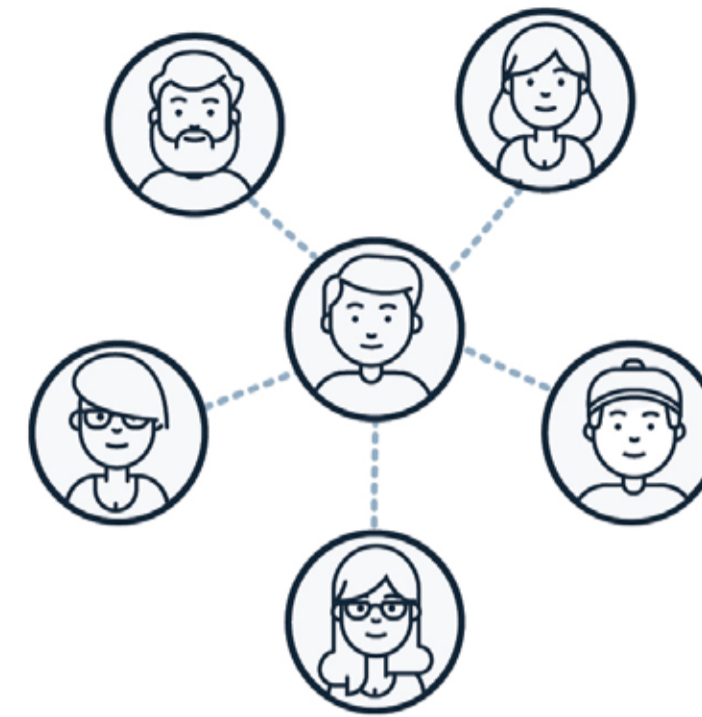
Animation: Hand swoops in form the sky and divides the good drivers from bad drivers.



13

Script: Based on their driving and claims history. So that drivers like you can save more on your car insurance

Animation: Hand comes in with magnifying glass and certificate of trust appears.



14

Script: You can even form your own group with friends and family. And the best part of it all?

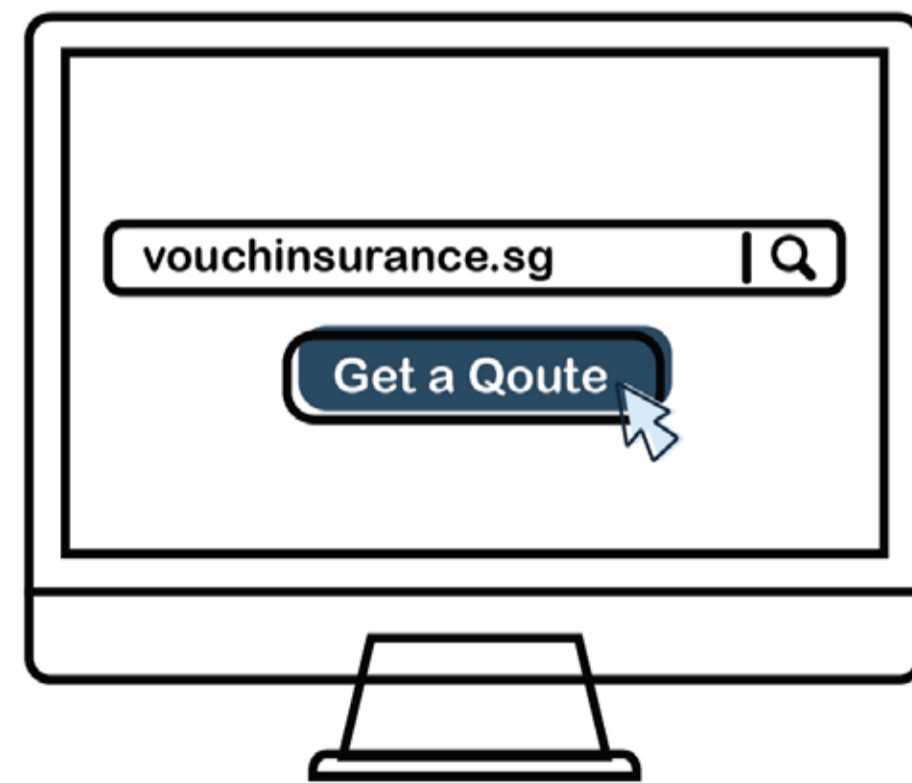
Animation: More people spread out from centre guy.



15

Script: The money saved from steering clear of bad drivers goes directly back into your pocket.

Animation: Guy moves into circle and money is split amongst them.



16

Script: It's simple to get started - Go to `***Vouch Insurance[dot]sg***`

Animation: The website is being typed in and mouse clicks in 'Get a Quote.'



17

Script: Where you can easily compare, buy and save on your car insurance today

Animation: Mouse moves along options and clicks on middle button.



18

Script: Vouch for safer drivers, Vouch for you, Vouch for smarter fairer insurance

Animation: Tick marks appear on all cars.



19

Script:

Animation: Logo appears.

S A G E
A N I M A T I O N