

Client: FEMA
Job #: NFP-LDG 474425
Campaign: It Can't Happen
Title: Denial—Retirement
Media: Radio
Length: :60
Comments: Ver 6 Final
Date: 7/18/07



IDEA: This concept plays to the all-too-common ability people have to deny that something bad can happen to them, even when a risk is obvious.

In execution, it would be multi-voice, male and female, and voices would loop, with our key "denial message" salted throughout, gradually becoming more prominent up to the main announcer.

ELEMENTS

AUDIO

VOICE #1:	I don't need to start saving. I'm <u>years</u> from retirement.
VOICE #2:	Floods don't happen here.
VOICE #3:	This chest pain is just...a little indigestion.
VOICE #1 :	I don't need a helmet. It'll mess up my hair.
VOICE #2:	It doesn't rain enough here to flood.
VOICE #3:	I'll only be a minute. I won't get a parking ticket.
VOICE #1:	The engine is supposed to make that noise.
VOICE #2:	This isn't a flood zone.
VOICE #3:	The potato salad wasn't in the sun <u>that</u> long.
VOICE #2:	Floods don't happen here. Floods don't happen here. Right? (Music under, upbeat. Announcer is warm and friendly.)
ANNOUNCER:	People have an amazing ability to deny obvious risks. Like flooding. Yet, floods happen in all 50 states. Fortunately, it's easy to find out <u>your</u> risk. Just visit FloodSmart.gov or call 1-888-RAIN-022. (Music out)
SFX:	(Huge thunderclap, downpour)
VOICE #2:	It's just a passing shower. Uhhhh...right?
ANNOUNCER:	Brought to you by the National Flood Insurance Program.

Client: FEMA
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Campaign: It Can't Happen
Title: Denial—Dog bite
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ELEMENTS

AUDIO

VOICE #1:	Dogs love me. He won't bite.
VOICE #2:	Floods don't happen here.
VOICE #3:	I'm sure this hanger will hold the mirror.
VOICE #1 :	I don't need a helmet. It'll mess up my hair.
VOICE #2:	This isn't a flood zone.
VOICE #1:	The light <u>just</u> turned yellow. I can beat it.
VOICE #3:	The potato salad wasn't in the sun <u>that</u> long.
VOICE #2:	It doesn't rain enough here to flood.
VOICE #3:	Who needs an electrician? I can do it!
VOICE #2:	Floods don't happen here. Floods don't happen here. Right? (Music under, upbeat. Announcer is warm and friendly.)
ANNOUNCER:	People have an amazing ability to deny obvious risks. Like flooding. Yet, wherever it can rain, it can flood. Fortunately, it's easy to find out <u>your</u> risk. Just visit FloodSmart.gov or call 1-888-RAIN-022. (Music out)
SFX	(Huge thunderclap, downpour)
VOICE #2	It's only a puddle. A very... big... puddle.
ANNOUNCER:	Brought to you by the National Flood Insurance Program.

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ELEMENTS

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VOICE #2:	Floods don't happen here.
VOICE #3:	This chest pain is...just indigestion.
VOICE #2:	This isn't a flood zone...Right? Right?
ANNOUNCER:	People have an amazing ability to deny obvious risks. Like flooding. Yet, floods happen in all 50 states. Fortunately, it's easy to find out <u>your</u> risk. Just visit FloodSmart.gov or call 1-888-RAIN-022. Brought to you by the National Flood Insurance Program.

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