



TV Advertising Storyboard

“Independent Motor Dealers Association”

17 September 2020

V2.0

Script

Duration: 30Seconds

Changing car is a big decision to make and can be complicated.

Independent Motor Dealers Association members like [.....] adhere to a Code of Practice that promises reliable service. You'll find fantastic offers for your new car and get a fair price on your old one.

IMDA members can give you access to hassle free, bespoke finance options and will steer you towards the best car for you with a friendly helping hand.

[.....], an IMDA member for individual service you can trust.

Storyboard

Introduction (5 Seconds)

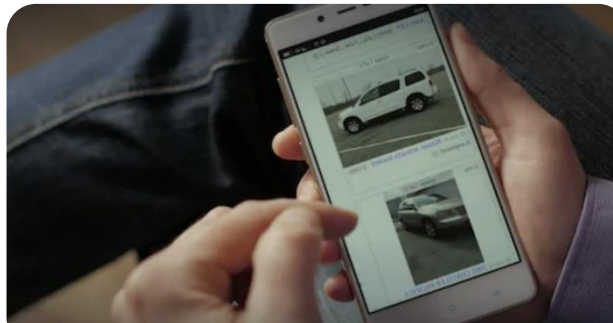


SHOT1 Visual

Generic shot of someone trying sell car

SCRIPT

Changing cars is a big decision to make



SHOT2 Visual

Looking to buy second hand car

SCRIPT

and can be complicated

Scene2 (10 Seconds)



SHOT1 Visual

Show forecourt with dealership name

Voiceover

Independent Motor Dealers Association members like [.....]



SHOT2 Visual

Person/couple with car talking to staff

Voiceover

adhere to a Code of Practice that promises reliable service.



SHOT3 & 4 Visual

Cars at the dealership

Voiceover

You'll find fantastic offers for your new car and get a fair price on your old one.

Scene 3 (10 Seconds)



SHOT1 Visual

Dealership signs/logos with cars in shot

Voiceover

IMDA members can give you access to hassle free, bespoke finance options ...



SHOT2 Visual

Person or couple with salesman at

Voiceover

... and will steer you towards the best car ...



SHOT3 Visual

Variety of different cars at dealership

Voiceover

... for you with a friendly helping hand.

Outro (5 Seconds)

 www.CarDealership.com Kings Road, Reading 01189 123456 	SHOT1 Visual Forecourt and/or proprietor with graphic Voiceover [.....], an IMDA member for individual service you can trust.
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