

Scene No.	Scene Description	Script	Script Note
1	SNS logo in, animated (7 secs)	OPTION 1 Losing a child is every parent's nightmare.	As logo fades to black, music becomes ominous...
		OPTION 2 More children die in car accidents than from any other cause.	
		OPTION 3 When it comes to your child's safety, there's no such thing as too careful.	
2	Impact of a car crash (5 secs)	OPTION 1 Don't let it happen to you.	2.5 seconds complete silence before voiceover (nightmarish quality)
		OPTION 2 Don't let it happen to you.	
		OPTION 3 More children die in car accidents than from any other cause. Don't let it happen to you.	Pause between two sentences
3	Title screen – "Car Safety Is A Science" (5 secs)	At Safe-n-Sound, keeping your child safe in the car isn't just a priority... it's a science.	
4	Test sled front on (5 secs)	Safe-n-Sound is the only manufacturer of child car safety restraints in the Southern Hemisphere with its own quality testing centre.	
	Test sled right side close up on dummies on (5 secs)	This means we're the only company in Australia that can test its own products.	
	Test sled left side (5 secs)	We test and re-test everything thoroughly. So thoroughly, in fact, that we exceed Australian standards.	
5	Close up on monitor in crash evaluation center (3 secs)	And Australian standards are the most stringent in the world. American and European approved products have to be modified just to be sold here!	
	Pan back to full room shot and operator on the computer (5 secs)	Our highly trained staff are meticulous, and our processes are continuously monitored. That's why our Quality and Standards Testing Centre has been awarded ISO 9002 certification.	
6	Full top down shot of the Quest center (10 secs)	Also known as QUEST, our quality and testing centre is a one-of-a-kind in Australia.	
	Close up on person inspecting a car seat in the Quest Centre (5 secs)	Specifically established for the comprehensive testing of child restraints, it's been evaluated and endorsed by Australia's peak QA body, Quality Assurance Services.	
7	Shot of buckle testing equipment in action (5 secs)	QUEST is capable of conducting tests to Australian Standards AS/NZS 1754, AS/NZS 3629, and AS/NZS 2088, as well as accredited International Standards.	
8	Shot of harness testing equipment in action (5 secs)	This means every Safe-n-Sound product benefits from the latest technologies, and the	

		greatest care.	
8b	Shot of Strap retractor testing equipment in action (5 secs)	And every product is backed by the ISO 9002 guarantee of quality.	
9	Pan across Safe-n-Sound team (5 secs)	Our scientists are also a one-of-a-kind. Because they only test child restraints, nothing is left to chance.	
10	Image library shot of crash test dummy (5 secs)	At Safe-n-Sound, we believe you can never be too careful...	
11	Camera spins around a car seat with animated safety features highlighted (30 secs)	Thanks to industry leading research, development, and scientific testing, Safe-n-Sound car seats are the safest you can buy. [INSERT FEATURE LIST HERE]	
12	Title Screen – “The History Of Safe-n-Sound, A Global Story” (5 secs)	The Safe-n-Sound story started XX years ago.	
13	World Map animation with global locations highlighted (10 secs)	Now we're making children safer all around the world.	
14	Footage of early model car seat being manufactured (from 8mm footage) (10 secs)	When we made our first car seats, our mission was to provide the safest product available.	
15	New product shots, some close ups. (10 secs)	Today, although the technology may have changed, our commitment to safety remains as strong as ever.	
16	Operator using CAD software – 3D carseat on screen (4 secs)	From research, development, and design...	
17	Close up of carseat in final stages of assembly (15 secs)	...right through to quality controlled assembly,	
18	Shots of the design team at work (10 secs)	the Safe-n-Sound team dedicates itself to the safety of your child.	
19	Shots of awards that have been given to the brand (5 secs)	It's this dedication that's won Safe-n-Sound countless awards.	Long pause after voiceover
20	Title Screen – “A Product For Every Parent” (5 secs)	Because Safe-n-Sound controls every stage of development, production, and testing, we're able to provide a great selection of car seats.	
21	Baby being placed into a safe-n-sound car seat (10 secs)		
22	Shots of various fabric swatches / design styles (10 secs)	So whether you're on a tight budget, or you simply must have the right style...	
23	Infant restraint shot – unity travel system (10 secs)	Whether you're buying for a new arrival or for a toddler...	
24	Pan across full category range of products (6 seats approx) – infant – booster (20 secs)	you'll find a Safe-n-Sound product to suit. And best of all, you'll know your seat is the product of XX years of research, development, and scientific testing.	
27	Baby in car seat, close in on retractor feature (15 secs)	You'll enjoy the peace of mind that comes with impeccable safety, and the ease and	

		convenience of smart features.	
28	Another Safe-n-Sound Exclusive animated logo appears (5 secs)		I assume there's some sort of signature music or tone here.
29	Side shot of mother using the frontal recline mechanism while baby is in the seat (15 secs)	Our car seats are the only seats in Australia offering Safe-n-Sound's patented frontal recline mechanism, allowing you to ease the seat forward without disturbing your baby's sleep.	
30	Another Safe-n-Sound Exclusive animated logo appears (5 secs)		I assume there's some sort of signature music or tone here.
31	Side impact protection highlighted (footage to be determined) (15 secs)	<p>Every Safe-n-Sound child restraint is designed with Safety Cell Technology, ensuring your child is safe when travelling in the car.</p> <p>[CHOOSE FROM THE FOLLOWING SUMMARIES to correspond with your footage]</p> <p>Side impact protection</p> <p>High-impact resistant polypropylene absorbs large amounts of energy in an accident</p> <p>Fire retardant material</p> <p>Buttons, buckles and fittings are tested, to avoid them being accidentally released by your child</p> <p>Seat belt harness webbing is identical to that used in car seat belts.</p> <p>Harness buckle design - a Safe-n-Sound initiative</p> <p>5 year warranty on harness, seat moulding & fittings.</p>	
32	Camera spins around a car seat while numerous features and benefits are highlighted around the seat (20 secs)	And let's not forget x for blah, y for blah,... [INSERT BRIEF SUMMARIES OF BENEFITS]	
33	Title Screen – “Choose Safe-n-Sound with confidence” (5 secs)	When you consider the long list of Safe-n-Sound benefits, it's very clear why Safe-n-Sound is Australia's leading child restraint manufacturer.	
34	Animated text showing 57 reasons (or however many there may be) why you should choose Safe-n-Sound (30 secs)	[INSERT SUMMARIES of most important reasons]	
35	Mother walks out of a retail store with a Safe-n-Sound purchase (10 secs)	Safe-n-Sound is peace of mind for parents...	
36	Car shown driving away with a baby in a car seat (5 secs)	...and safety for children.	
37	Title screen – “ A word on the importance of proper child restraint from someone with first hand experience” (5 secs)	Children under four are 10 times more likely to be killed if they're unrestrained...	

38	Shot 1 of damaged car	The accident wasn't even my fault...	Slightly upset voice of father describing the accident. Sample description included to illustrate.
	Shot 2 of damaged car	This oncoming car swerved to avoid a cat...	
	Shot 3 of damaged car (15 secs)	...clipped us, and we spun of into a telegraph pole.	Pregnant pause after voiceover to build suspense.
39	Shot of the father and child involved in the accident (10 secs)	Luckily Matthew was in a Safe-n-Sound seat. Otherwise we might have lost him.	Same voice now conveying relief
40	Safe-n-Sound logo fades in and out (animated) (5 secs)	Don't take the chance... Be Safe-n-Sound.	Original narrator voiceover