



5166 kelvin avenue, suite b
woodland hills, ca 91364
info@imageworkcom.com
ph 818.712.9439
fax 818.712.0016
www.imageworkcom.com

Kensington ClickSafe Lock Campaign Video Script - v.1 - 8/23/16

VIDEO#2 One Step to Security

FADE IN TITLE CARD: (Blue with a line drawing of a take out coffee cup in white.)

TEXT: The \$49,000 Coffee Break.

VIDEO FADE IN

Video is shot against a white cyc wall. The screen is split in half. On each side of the screen, we see an identical white desk. Two businesspeople walk into frame and sit at their respective desks.

NARRATOR (V.O.)

It's 9 A.M. and Dan and Susan are about to begin their day. Susan's company has provided her with a Kensington ClickSafe lock. That means Susan can comply with the company's security policy and secure her laptop in just one click.

A placard appears over Susan's head with an icon or photograph indicating the one step Susan must follow to secure her computer. The picture or icon indicates the very simple clicking motion. Susan looks at the placard, smiles, and then clicks the cable into her computer (with the signature clicking sound). Pulls on the cable to show how strong it is and goes on with her day.

NARRATOR

Dan's company has NOT provided him with a Kensington ClickSafe lock. Dan wants to comply with his company security policy, but first he



needs to find the company IT person to teach him to install the lock, then he needs to install the lock, then insert the key—wait, first Dan needs to FIND the key, while juggling emails and phone calls.

Placards containing photos or icons indicating each of these steps begin to appear over and around Dan. Dan looks bewildered at the variety of step placards, even ducking when they get to be a lot, and looks bewildered at the lock. At the height of his confusion, Dan gets a call on his mobile phone.

NARRATOR

It's probably not surprising that Dan is about to make a very bad decision.

Looking henpecked and harassed, Dan looks at the laptop and throws up his hands in frustration, leaving the computer unlocked.

NARRATOR

Later on, Dan and Susan both head off for their coffee break. Neither gives a second thought to the company security policy or their laptops.

Dan and Susan walk off screen. (Dan walks over to Susan's side and they will walk off screen together.) A transition indicates time has passed. Susan's laptop is still there, but Dan's is gone.

NARRATOR

Susan got a mocha, soy latte with light whip.

Susan walks back on screen with a takeout coffee cup. She sits, sips, stretches, smiles and gets right back to work.

NARRATOR

Susan's coffee cost \$3.29. Dan got a decaf Americano with milk.

Dan walks back on screen with a takeout coffee cup. He sits down to work and panics as he realizes his laptop is gone.



NARRATOR

Dan's coffee, on the other hand, cost a little bit more. By time you calculate the cost of Dan's lost laptop, lost productivity, lost sales, IT consulting time, lost data and legal costs, Dan's coffee cost about \$49,000.

Placards start flying in around Dan again with icons or photos depicting all the various expenses associated with replacing Dan's laptop. Dan experiences each of these placards as a new "woe" getting more and more upset with each one.

NARRATOR

Poor Dan. If only his company had invested in a Kensington ClickSafe lock. Dan could have enjoyed patented, unprecedented powerful computer security with one-click simplicity.

Susan stretches and relaxes and Dan buries his head in his hands.

TEXT: ClickSafe protect your business with one-click security. (VFX "click" sound).



VIDEO#3 Why Comply

FADE IN:

Video is shot against a white cyc wall. Dan walks into frame and sits down at his desk.

NARRATOR (V.O.)

It's 9 A.M. and Dan has a decision to make. Will he comply with the company's security policy and lock his laptop with his new Kensington ClickSafe lock? After all, Dan's a busy guy. Will Dan comply?

Dan's hand hovers over the lock and the video "freezes"

NARRATOR

With the Kensington ClickSafe lock, Dan knows that his computer is protected with a high carbon cable with a galvanized steel core that is extremely resistant to cutting and can withstand 3 times the maximum level a human can pull.

Icon appears indicating the cable is hard to cut. Another icon shows the cable can't be pulled apart.

NARRATOR

With the Kensington ClickSafe lock, Dan knows that his computer is protected with the patented "T-bar" which provides the best possible engagement with the Kensington Security Slot built into his laptop. And Dan knows the lock mechanism is made of stainless steel injection molding which is far stronger than the zinc found in other competing locks.

Icons appear indicating the "T-bar" of the lock and the stainless steel of the lock.



NARRATOR

Dan knows that his Kensington ClickSafe lock contains a special disk-style key that is pick resistant, bump resistant and extremely frustrating to would-be computer thieves.

An icon appears indicating the ClickSafe key.

NARRATOR

And finally, Dan knows that he has absolutely no excuse for not complying with the company security policy--since with the Kensington ClickSafe lock he achieves all this security instantly and with one single click. (Click sound VFX).

An icon appears indicating that ClickSafe is easy.

NARRATOR (in a stage whisper)

So the question is, does Dan comply?

Video image of Dan unfreezes as he locks in the computer with one click and with the signature clicking sound. Dan looks at the camera.

DAN

(looking at camera) Well, "Duh"... (goes back to work)

NARRATOR

Remember, a lock can only protect when it is used. Enjoy patented, unprecedented powerful computer security and one-click simplicity with the Kensington ClickSafe lock.

TEXT: ClickSafe protect your business with one-click security. (VFX "click" sound).



VIDEO #4: Click Around the World

Video is shot against a white cyc wall. Dan walks into frame and sits down at a white "pedestal" with a laptop on top.

NARRATOR (V.O.)

It's a big world out there. With lots of places to work, play and be inspired. And lots of places to lose your laptop. But with the Kensington ClickSafe lock you can be secure anywhere with just one click. Whether you're at the office...

Line drawing animation indicates "office" as Dan clicks in the laptop, and then looks chagrined as a large pile of papers drops into his "in box". SFX of office noises including phones ringing, email boxes binging and people talking. Of course the lock "click" is highlighted with the signature sound.

NARRATOR

Or the Airport

Line drawing animation indicates "airport" as Dan clicks in his laptop and looks out the "window" where he watches planes talking off. SFX airport page and noises of airplanes taking off.

NARRATOR

The hotel

Line drawing animation indicates "hotel" as Dan clicks in his laptop and then uses the line drawing "remote" to change the channels on the TV in his room. SFX include television and elevator bings in background.

NARRATOR

Or the Café.



Line drawing animation indicates “café” as a line drawing coffee is delivered to Dan's pedestal and Dan clicks in his laptop. SFX espresso machines, coffee pouring into cup, background customer noises.

NARRATOR

Anywhere in the world, achieve unprecedented security and complete peace of mind with just one click with the Kensington ClickSafe lock.

Dan leans back in his “seat” and relaxes.

TEXT: ClickSafe protect your business with one-click security. (VFX “click” sound).

