

Production Company: Lifestyle Direct TV
 Wallet
 Writer: Jeff Mustard
 TV :60

Product: Lead-Lined

Project: Direct Response

TIME	VIDEO	AUDIO
.5	<p>CG the following:</p> <p>This is an important message about Identity Theft and the Protection of Your Personal Data and Your Financial Information</p>	<p><i>(Male AnnCR VO)</i> <i>(Sound Effects Note: Use the sound used when there is a test of the "emergency broadcast system")</i> This is an important message about Identity Theft, Protecting Your Personal Data and Financial Information</p>
.8 :13	<p>B-Roll images, mostly close up of a person waving a Security card to gain access to a building and/or an office door.</p>	<p>If you work for the government, a bank, or a corporation that provides you with a wireless identity card granting you security privileges and access to a building, this message is for you.</p>
.8 :21	<p>Close Up Images of a driver's license being thrown onto a table/desk...a student ID falls into frame, a passport falls into frame, two different credit cards fall into frame.</p> <p>CG: Drivers License Student ID Passport Debit Credit Cards Your Information is at Risk</p>	<p>If you have a driver's license, carry a student ID, use a passport, or a debit or credit card, this message is for you. Your personal data and financial information may be at risk.</p>
.9 :30	<p>Use the background plate of credit cards from prior scene and CG the following below:</p> <p>CG: Using Radio Frequency Card Readers Hackers Steal Your Valuable Information</p> <p>CG: 20 Million Americans have Credit or Debit Cards that contain Radio Frequency Technology</p>	<p>These cards use radio frequency technology and the information on them can be stolen by hi tech hackers using a radio frequency card reader...</p> <p>...to skim and steal your valuable information.</p>
.24	<p>CTA Box:</p> <p>Assorted Product Shots – products laid out, showing all colors.</p> <p>CG: Style – Show Wallet(s) & Passport Case</p>	<p>The DIFR Wear Wallet or Passport Case helps prevent the theft of your personal and financial information. Made of the finest quality leather and available in assorted colors for him and her, the wallet and passport case contain a layer of RF shielding that prevents RFID</p>

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:54	Show Price of both items Phone Website Close Up of card in wallet and it being flipped open for it to be read near/at a door.	readers from stealing your information. The wallet, \$15 and the Passport Case, \$18 helps protect your valuable information. To use your ID card, just flip the wallet open, and you'll have the access and the protection you need.
:6 :60	Reprise shot or assorted cards on the table/desk with the following CG. CG: Protect your valuable personal and Financial Information Order the Difr Wear Wallet and Passport Now	Hi tech hackers can steal your personal and financial information. Protect yourself, order the DIFR Wear Wallet and Passport Case Now.