

Each of the following are between \$9,000-11,000. Using licensed stock footage, VO and music.

#1 - "Precious Darlings"

Distracted mom gets a reminder to call Safe Systems so she can protect her little darlings.



(Chaos, fighting)

VO: Been a little distracted lately?

VO: Don't forget to call Safe Systems so you can relax and have piece of mind knowing your little darlings...



are safe and sound.

TAG: And if you call now you'll get... for less than a dollar a day.

#2 - "Packing List"



Fast-motion of packing a car. Then image freezes as kid is surrounded by luggage, etc.

Graphic: Forget something?

VO: Don't forget to keep your home safe and secure. Call Safe Systems now and get...

#3 - "Home Movies"



Open on distinctly 80s music with goofy 1980s family.

VO: Since 1983 For more than 30 years Safe Systems has been protecting the ones you love, right here in Colorado. With local call centers 24/7 and best in home security technology. And if you call now, you'll get....

For \$12,500-\$15,000:

#4 - "My Favorite Things"
Interview Style with Kids



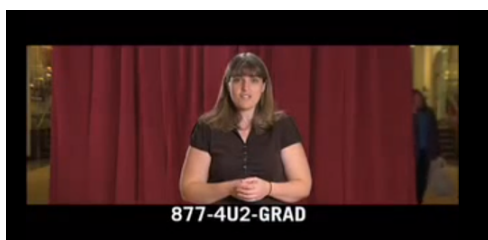
Graphic: "What's your most precious possession?"

Kids: My teddy bear... I would be really sad if someone stole my trucks... My baby brother. I would be sad if I lost my toys... my cat.

(The comments from the kids keep going, under announcer:)

VO: We know YOUR most precious possession is them. That's why if you call now, Safe Systems will give you xxx home security and peace of mind - for less than xxx a day.

#4 - "Man on the Street"



Ask a series of folks on the street if they have home security, If not, why?

OR

VO: There are lots of reasons these folks these folks aren't using a home security system. Thanks to Safe Systems, getting a state-of-the-art system for less than \$1 a day isn't one of them.

Then back to person-on-the-street saying, "Really" It only costs that much...?"

OR.. get some stories from folks on the street about how they like their current home security provider.

As we cut to the various reasons, audio level drops and announcer up:

VO: Tired of your home security provider? Switch today to Safe Systems and we'll give you....

Sort of like this video (produced by Robin Bond)

<http://www.youtube.com/watch?v=M0k0nrWVhi4>