



Commonwealth Bank

‘Next Chapter’ TVC Script :60

What follows is my interpretation of the script using the characters I’ve developed. In most cases, I’ve expanded on scenes and gone into greater depth, but I’ve also made some changes to visual cues such as the light coming first from the device rather than outside, highlighting the idea that Next Chapter is triggering the changes in our characters’ lives.

We open on a WIDE shot and slowly PUSH IN on the Australian coastline at dawn. The sky a deep blue. The sun hidden behind the horizon. The waves breaking with a gentle power.

We cut to a CLOSER WIDE still PUSHING IN on a sedate city. The sky is a little bit brighter. The sun is just about visible through the built-up skyline, reflecting off the glass windows.

Now we’re in the Australian countryside as the camera continues PUSHING IN. The dusty ground in stark contrast to the soft pink sky.

We continue PUSHING IN on an empty street. The world is still asleep, despite the faint hum of electric power lines. We move through the street, past the soft glow of street lamps, like fuzzy stars in the now powder blue sky. Past buildings with the odd apartment lit up.

A MID-SHOT captures the silhouette of a saloon parked on a pier, set against the backdrop of a dark blue morning sky with a pinking tinge. Inside, an artfully dishevelled YOUNG WOMAN wearing a snug, comfy jumper dozes in the reclined driver’s seat.

A mobile sitting in the cupholder lights up. She wakes with a start, glancing over at the passenger seat where her boyfriend would be sitting if they hadn’t fought the night before. She rubs her eyes, reaches for her mobile, and reads the message on screen. A sense of relief washing over her as she looks up from the phone and out the windscreen at the rolling waves below and bright blue sky above.

VO: This is The Next Chapter Commitment.

The VO also appears as white glowing text in frame.

Our young woman lifts the arm and leg of her boyfriend off her and reaches over to pick up her phone.

We CUT to a WIDE of a young guy in a tracksuit, running HARD through the city at dawn.

Only his silhouette is visible against the blue and pink blur of the sky. His phone pings with a text. Then another. And another. With each ping, he runs faster and harder until he stops, bent-double and panting. Out of breath. He straightens up. Looks out at the city below with concern. Then the phone in his pocket lights up and he reaches inside.

CLOSE UP HANDHELD of our guy reading his phone. The glow illuminating his face.

VO: CommBank believes that everyone should have a bright financial future.

The sky brightens as the sun peaks over the horizon. A subtle, but noticeable shift in the world and our character as he relaxes.

We're in a CLOSE UP as the camera FLOATS through the early morning sky. The first ray of sun hits a crinkled bedsheet in a city apartment.

CUT TO a MID SHOT of a YOUNG QUEER GUY with shaved peroxide blond hair and Adidas pants sitting on the sofa in a plush North-facing penthouse, lacking in natural light.

He fiddles nervously with his hands.

The phone resting on the cushion next to our guy lights up, illuminating his face with a golden glow as he picks it up and begins to read. His anxiety giving way to relief. The light from outside filters into the room.

VO: That is why we stand against financial abuse.

The text appears in frame.

VO: Any customer who is financially controlled, tracked, or abused will have access to Next Chapter.

A WIDE SHOT SLOWLY PUSHES IN on a big bay window. The other side of which is an elegant older woman looking out at us. We move through the glass and into her beautiful, opulent home. The woman sits on a chair watching the birds outside gliding through the sky with all the freedom she lacks.

The camera continues PUSHING IN as her iPad lights up and she gazes down at the screen with curiosity. Her sense of longing replaced with a hopeful smile.

VO: Next Chapter offers one-on-one financial coaching, tools or referrals for more assistance.

POV through the window as the sun peaks over the ocean, turning the sky a soft gold and red.

We cut to a HANDHELD MID-SHOT of a MUM lying wide awake on a single bed in a kid's bedroom. The curtains are drawn, blocking out the light. She cradles her son who is sound asleep, nestled beneath a pale pink duvet, while she clutches her mobile phone in her hand.

She stares up at the ceiling with a sense of hopelessness. Then the mobile lights up and so do her eyes as she reads the message. A hopeful smile spreads across her face as she exchanges a tender look with her son who gradually comes to. The morning sun now seeping through the slight gap in the curtains.

VO; You can call a community Wellbeing specialist on 1800 222 387 between 8am and 6pm, Monday to Friday.

CLOSE UP HANDHELD back to the young woman from the start. Now propped up in bed reading her phone. Her eyes wide with hope.

The sun streams into her room which is not only brighter but feels larger. Less cluttered. Like her world has opened up.

The Next Chapter commitment appears in frame.

EXTREME CLOSE UP on the phone as the young woman taps 'Agree' on the screen.

VO: By pressing "I agree" you stand with us against financial abuse. It will also give you opportunities to be part of the solution.

This triggers a ripple effect as we cut back between all of our previous scenes, now filled with light and hope as our empowered characters each tap 'agree'.

We end on the sun now high in the morning sky. A bright new day.