



## Scripts

### **“I Want It Now” - Network Leadership :30**

We open with the “T” animation over a bird’s-eye view of an enterprise-level manufacturing plant. We take in the sheer size of the massive operation below. A few WORKERS scattered across the carefully compartmentalized floor. Vastly outnumbered by autonomous machinery and equipment working in seamless unison.

*A customized melody of the Willy Wonka ‘I Want It Now’ song starts up.*

We cut to the BDM and PRODUCTION MANAGER looking out over the operation from above.

**BDM: I want the world.**

A Wall-E-like autonomous trolley wheels along the concrete floor. It carries a series of parts. It stops suddenly, then turns. Its attention caught by...

... circle of lights and scanners surrounding a camera. Together they form the computer vision of an AI. It scans a part for quality control. We cut to a close-up of the part. Then cut back to a medium shot to find ourselves...

...back in the assembly area. The part is put together by an automated robot. Then another part. And another part.

**SONG: I want the whole world.**

Close-up on the narrowed eyes of a SUPERVISOR. Then a close-up of the TFB rate plan they are reviewing on their tablet. We watch as it resolves an overage automatically. Then cut back to the supervisor, smiling. They slide the tablet into their jacket pocket.

**SUPERVISOR: I want to lock it all up in my pocket.**

We whip pan from their jacket to...a car parked on stage. Outside the glass building of an autonomous car manufacturer. A crowd gathers for the unveiling. The car's bumper reads 'Powered by T-Mobile 5G'.

Cameras flash as the CEO stands proudly next to the car. We cut to a close-up of the CEO.

**CEO: I want today.**

The images onscreen behind her are replaced with Wall Street graphs and numbers. We pull out to reveal the CEO surrounded by MEN and WOMEN in suits on stage. The CEO rings the bell on the New York Stock Exchange. The company IPOs.

**CEO: I want tomorrow.**

We close in on the shiny, vibrating burnished brass bell beneath them. The distorted reflection of the CROWD gathered below. We push into the bell and cut to...

...a golden-hour wide of a vast rural shipping facility. We cut inside to a sprawling, interconnected system of conveyor belts. It's lined with packages.

**SONG: Presents and prizes and sweets and surprises.**

We quickly pan to a close-up of one of these conveyor belts. One package after another glides past. All different shapes and sizes.

**SONG: Of all shapes and sizes.**

We cut between a series of gauges and sensors. Critical temperature. Humidity. Weight. A WORKER looks down at the tablet in his hands, reviewing the readings in real-time.

We're back with a package on the conveyor belt. It's diverted along a different conveyor belt. This leads out of the factory. Into a huge truck container stacked with boxes. The container door slides shut. The truck pulls off as we cut to...

...the truck driving along a road. We're inside the driver's trailer. We see crates with sensors attached. One of them blinks. An extreme close-up of the blinking light. We pull out to reveal that it's a blip on a digital map. The cargo is being tracked in real-time.

**SONG: Give it to me now.**

We continue pulling out. Revealing this map on the DISPATCHER's screen. They pull up a window reading:

0% detainment fees. Drivers are 100% compliant with their hours.

We continue pulling out. Showing all the screens lining the walls of the control room.

**DISPATCH: I want it noooooow!**

We cut to a wide of the dispatch facility. Our super appears.

**SUPER: The results you want. With the 5G that's ready now.**

**VO: Unconventional thinking delivers the results you want. And there's only one provider with 5G that's ready now: T-Mobile for Business.**

**CARD: TFB logo**

### **Competitive - The Network That's Ready Now :15**

We open with the "T" animation over a shot of a truck backing into a large rural warehouse facility.

We cut inside the driver's trailer. She shifts the transmission into 'P' (for Park).

*An instrumental from "I Want It Now".*

We cut to a medium shot of the DRIVER.

**DRIVER: 5G is critical to tracking and monitoring the assets and packages we deliver across the country. See...**

The driver points to her dashboard. Our camera follows her gesture, zooming in. We see an over-the-air software update coming in.

**DRIVER: Conventional carriers like Verizon just don't cut it. They claim they're building 5G right, but their 5G coverage drops off the minute we're out of the city.**

We're back with the driver. She glances out of her side window. She sees WORKERS reflected in her wing mirror. Loading cargo into the back of her truck. She nods down towards the tablet in her hands. We cut to a close-up of the screen. The inventory automatically updates.

**DRIVER: T-Mobile on the other hand has 4x the 5G coverage of Verizon—FOUR TIMES. And it's not a work in progress, it's real 5G, that's ready right now.**

The driver puts her key in the ignition. The engine rumbles. Then she pulls off.

**Driver: With that kind of a lead, it'll take Verizon years to catch up.**

She pulls onto the highway. We cut to a close-up of her dashboard. She is rerouted due to traffic ahead. We push into this digital route and cut to...

...an aerial shot of the truck. Driving along a clear road that stretches into the horizon. Verizon's 5G map of America appears onscreen. A few scant blotches of pink. But it's quickly wiped away by T-Mobile's far superior 5G map. Covered in pink with just a few clear patches.

*An instrumental from "I Want It Now" as the super appears.*

SUPER: 4x the 5G coverage of Verizon. Ready now.

**VO: Unconventional thinking delivers the results you want. And there's only one provider with 5G that's ready now: T-Mobile for Business.**

### **Demand Gen - Solutions Ready Now :15**

Open with the "T" animation over a wide of a newly unveiled car outside an enormous autonomous car factory. Crowds are gathered. The CEO stands next to the car finishing his speech. But we can't hear him as...

*...an instrumental clip from "I Want It Now" opens the spot.*

A medium shot of the CEO. We see a label on the car bumper behind him. It reads "Powered by T-Mobile 5G". The crowd breaks out into rapturous applause. The CEO leaves the stage.

**CEO: Without 5G, autonomous driving couldn't happen. But for a lot of businesses, the need for 5G isn't as obvious.**

A wide of the company's vast testing facility. Then a medium-shot of the CEO dressed in the same uniform as the other engineers/dressed in his suit trousers and a shirt with the sleeves-rolled-up. They work under the bonnet of the car. We cut to a close-up of the CEO. He surveys the battery-powered engine.

**CEO: T-Mobile for Business wants everyone to realize the benefits of 5G now. To do that, they've developed three innovative applications that are ready to deploy on their advanced 5G network.**

We're in the car. Close up of the CEO in the driver's seat/passenger seat. He puts the vehicle through its paces around the testing track. He rounds a corner. The camera swings wildly from side to side. But he looks calm and composed.

**CEO: They're so confident they can create change for your business, they'll invest in your initial deployment for the first 6 months.**

The car turns one way. And we turn the other. Out of the window. We pull out to an aerial shot of the car. Speeding around the track.

*The instrumental from "I Want It Now" swells. The super appears:*

**SUPER: 5G solutions free for the first 6 months.**

**VO: Unconventional thinking delivers the results you want. And there's only one provider with 5G that's ready now: T-Mobile for Business.**

**CARD: TFB logo | Schedule a discover session today 1-844-428-9675**

### **Support + Value - Support That's Ready Now :15**

We open with the "T" animation over a bird's-eye view of an enterprise-level manufacturing plant. We take in the sheer size of the massive operation below. A few WORKERS scattered across the carefully compartmentalized floor. Vastly outnumbered by autonomous machinery and equipment working in seamless unison.

*An instrumental clip from "I Want It Now" opens the spot.*

We cut to a medium shot of a SUPERVISOR looking down at a tablet. Then go over his shoulder to see the screen. A TFB rate plan adjusts automatically to resolve an overage. We cut back to a medium shot of the supervisor. He puts the tablet into his jacket pocket. Turns to camera. Then sets off. Walking and talking.

**SUPERVISOR: For our business, there's no time to waste. And because we can't wait, we need a partner that can support us now and into the future.**

The supervisor notices a Wall-E-like autonomous trolley. It's carrying a series of parts. And it's heading directly towards him. The supervisor continues confidently. He doesn't change his course. The trolley intuitively reorientates. Moving out of the supervisor's way.

**SUPERVISOR: T-Mobile for Business has put together a team focused on helping realize any business's vision.**

The supervisor and the trolley cross paths. We continue with the trolley. Wheeling along the concrete floor. Then it suddenly stops. And turns. Its attention caught by...

...a circle of lights and scanners surrounding a camera. Together they form the computer vision of an AI. It scans a part for quality control. We cut to a close-up of the part. Then cut back to a medium shot to find ourselves...

...back in the assembly area as the part is put together by an automated robot. Then another part. And another part. We pull out. Revealing the supervisor watching the process with fascination.

**SUPERVISOR: With dedicated 1:1 support and solutions geared towards your unique needs, they always find a way to make your goals happen.**

A WORKER approaches the supervisor. Catching the supervisor's attention. They exchange a smile.

**SUPERVISOR: It's the support and value you want, ready now.**

The supervisor starts talking with the worker. The camera remains static as they turn away. Then walk off into the distance together. We cut back out to a wide shot of the facility. The various automated machines. Working in synergy with their human counterparts. The instrumentals of "I Want It Now" swell as the super appears.

**SUPER: 1:1 Support. Custom Solutions. Ready now.**

**VO: Unconventional thinking delivers the results you want. And there's only one provider that can support your business needs now: T-Mobile for Business.**

**CARD: TFB logo**