

# TalkTalk

## **‘Four Ridiculous Scenarios’ TVC Script :30**

Joe Wilkinson is lounging on the sofa. As he speaks to camera, a drone effortlessly flies into shot and delivers a Scotch egg into his hand.

**JOE: My TalkTalk Full Fibre can do all sorts. Like get a drone to deliver me a Scotch egg.**

Cut to the kitchen, where Joe stands looking at his phone. He opens the camera app and we see the contents of his dishwasher. Amidst the commemorative royal coronation plates (although I wonder if he'd be more of a mix-and-match rather than matching kind of guy) are a series of unexpected items.

ALTS. A rubber duck, a pair of mismatched socks, a pair of shoes, a garden gnome, a pair of glasses/sunglasses, a small umbrella, and a framed photo.

**JOE: ...livestream the inside of my dishwasher.**

Joe admires himself in the mirror – ‘If I should get a mullet’ appears on the smart mirror as he says it.

**JOE: ...and ask my smart mirror if I should get a mullet.**

The smart mirror then gives him a mullet and a handlebar mustache.

**JOE: Should I get a mullet?**

‘No’ appears on the smart mirror. He laughs to himself.

Cut to Joe lounging on the sofa with a VR headset on his forehead as he uses a tablet.

**JOE: Obviously, I use it for firing off some emails.**

Cut to a close-up of the tablet screen to land the ‘UK’s most reliable broadband technology’ message.

**JOE: But with the UK’s most reliable broadband technology,**

Then to a shot of him pulling down the VR headset over his eyes as we cut to...

The POV from inside the VR. It reveals a virtual Henry VIII sitting on the armchair opposite tucking into a bargain bucket chicken leg.

ALTS. A pizza. A burger that he struggles to get his mouth around. A hot dog that he holds like a jousting stick. A turkey leg resembling a royal scepter.

**JOE: ...why not share a virtual takeaway with Henry VIII?**

We end with Henry VIII being swapped out for the logo lockup still within the VR framing.

**Switch to TalkTalk Full Fibre. Ridiculously reliable broadband.**

## **‘VR Headset’ TVC Script :20**

Joe Wilkinson is wearing a VR headset as he sits on the sofa speaking to camera. We cut to...

**JOE: With the UK’s most reliable broadband technology...**

His POV from inside the VR. It reveals a virtual Henry VIII sitting on the armchair opposite tucking into a bargain bucket chicken leg.

ALTS. A pizza. A burger that he struggles to get his mouth around. A hot dog that he holds like a jousting stick. A turkey leg resembling a royal sceptre. Cut to...

**JOE: ...why not share a virtual takeaway with Henry VIII?**

...Joe lounging on the sofa once more, with the VR headset resting on his forehead as he takes a selfie on his phone.

**JOE: Or send a few emails.**

The logo lockup and TalkTalk logo overlay the end frame.

**JOE: TalkTalk Full Fibre. Ridiculously reliable broadband.**

## **‘Mobile’ TVC Script :20**

Joe Wilkinson is holding his mobile phone as he sits on the sofa speaking to camera.

**JOE: With the UK’s most reliable broadband technology...**

Cut to the screen of his phone - in the camera app. We see the contents of his dishwasher. Amidst the commemorative royal coronation plates (although I wonder if he'd be more of a mix-and-match rather than matching kind of guy) are a series of unexpected items.

ALTS. A rubber duck. A pair of mismatched socks. A pair of shoes. A garden gnome. A pair of glasses/sunglasses. A small umbrella. A framed photo.

**JOE: ...you could live stream the inside of your dishwasher.**

Cut to Joe lounging on the sofa watching a tablet.

**JOE: Or the footie.**

The logo lockup and TalkTalk logo overlay the end frame.

**JOE: TalkTalk Full Fibre. Ridiculously reliable broadband.**

## **‘Drone’ TVC Script :20**

Joe Wilkinson sits on his sofa, speaking to camera.

**JOE: With the UK's most reliable broadband technology...**

As Joe speaks to camera, a drone effortlessly flies into shot and delivers a Scotch egg into his hand. Cut to...

**JOE: ...your butler drone will work no problem.**

...Joe lounging on the sofa using a laptop.

**JOE: Or your video call.**

Logo lockup and TalkTalk logo to overlay as endframe.

**JOE: TalkTalk Full Fibre. Ridiculously reliable broadband.**