Agency		Writer	Jerry Soverinsky
Client	Thomas & Betts	Project	Metals & Mining Video
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	VIDEO	<u>VIDEO</u>
1	Metals plant Ore extraction site. Text on screen: price volatility Text on screen: global economic uncertainty	VO: METALS AND MINING OPERATIONS FACE INCREASING COMETITIVE PRESSURES TODAY.
2	Miner emerging from mine.	THE CHALLENGE TO FIND QUALITY RESOURCES IS MET WITH TREMENDOUS RISK, WITH WORKER SAFETY CLOSELY LINKED TO EQUIPMENT PERFORMANCE.
3	Metals plant; extraction site.	THOMAS & BETTS HELP COMPANIES RISE TO THOSE CHALLENGES, DELIVERING ELECTRICAL SOLUTIONS THAT OPERATE RELIABLY, IN THE HARSHEST CONDITIONS.
4	T&B production/manufacturing shot Text on screen: T&B Products Withstand Fire Explosion Toxic material release Temperature extremes	OUR PRODUCTS ARE RIGOROUSLY TESTED FOR USE IN HIGHLY CORROSIVE ENVIRONMENTS, ESPECIALLY IMPORTANT IN METALS AND MINING OPERATIONS WHERE LIQUID, DUST, VIBRATION, AND HEAT CAN COMPROMISE FUNCTIONALITY.
5	Dissolving shots: metals plant, Worker in plant (p. 10, brochure—left and right sides)	THE RESULT IS MORE RELIABLE EQUIPMENT, WHICH MEANS LESS DOWNTIME, LOWER OPERATING COSTS, GREATER PRODUCTIVITY, AND ENHANCED SAFETY.
6	P. 18, brochure, right page (proud worker in mine)	THOMAS & BETTS ELECTRICAL SOLUTIONS. EXTRACTING MAXIMUM VALUE FOR METALS AND MINING OPERATIONS.