

Agency		Writer	JS EF
Client	Thomas & Betts	Project	Oil, Gas & Chemical Video
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	<u>VIDEO</u>	<u>VIDEO</u>
1	Montage: A consumer filling a car with gasoline. A line of cars at a filling station. A rural setting, winter; a lone house is warmly illuminated, silhouettes of a family inside, warm and comfortable.	THOMAS & BETTS PLAYS AN INTEGRAL ROLE IN OIL AND GAS OPERATIONS AND CHEMICAL MANUFACTURING ENVIRONMENTS, HELPING FACILITIES CONNECT, TERMINATE, FASTEN AND PROTECT THEIR ELECTRICAL SYSTEMS.
2	World map with placeholders of T&B operations.	WITH 46 MANUFACTURING PLANTS AROUND THE WORLD, WE'RE THE BRAND AND SUPPLIER OF CHOICE.
3	Safety signage, lights, etc.	SAFETY IS A TOP INDUSTRY CONCERN, AND WE PROVIDE A RANGE OF SOLUTIONS THAT HELP KEEP PEOPLE AND ASSETS SAFE, EVEN IN THE MOST HAZARDOUS LOCATIONS.
4	Storm or winter scene on an oil rig.	OUR PRODUCTS ARE BUILT TO RESIST CORROSION WHILE PERFORMING IN EXTREME CLIMATES, EXTENDING THE LIFE OF ELECTRICAL SYSTEMS BY AS MUCH AS 300 PERCENT
5	Text on Screen: Oil and Gas Technicians on a rig, consulting, checking systems.	OIL AND GAS PLAY A VITAL ROLE IN TODAY'S ECONOMY, AND WITH AN EYE ON THE BOTTOM LINE, THOMAS & BETTS DELIVERS CUSTOMIZED SOLUTIONS THAT REDUCE COSTS IN EVERY PHASE OF OPERATIONS, HELPING OUR CUSTOMERS STAY COMPETITIVE.
6	Montage of product/brands. Freight delivery at a plant.	OUR PRODUCT LINE SATISFIES UP TO 70 PERCENT OF MOST BILLS OF MATERIALS, AND WE'RE COMMITTED TO MEETING THE MOST DEMANDING PRODUCTION AND DELIVERY SCHEDULES.
7	Text on screen: Chemical Shot of chemical plant —mixing/heating/refining (could be at a pharmaceutical plant)	IN CHEMICAL PLANTS, DOWNTIME IS COSTLY. THOMAS & BETTS PRODUCTS RELIABLY CONNECT AND PROTECT ELECTRICAL SYSTEMS INVOLVED IN EVERY PHASE OF OPERATIONS, INCLUDING MIXING, HEATING AND REFINING.

8	Technician analyzing an oil/gas/petrochemical electrical problem.	OUR PRODUCTS PREVENT POWER INTERRUPTIONS, ENSURING OPERATIONS RUN SMOOTHLY AND PREDICTABLY. THEY ALSO REDUCE INSTALLATION AND ELECTRICAL SYSTEM CHANGEOVER AND DOWNTIMES BY AS MUCH AS 50 PERCENT.
9	Manufacturing shot at a T&B plant.	REDUCED COSTS. REDUCED DOWNTIME. INCREASED PERFORMANCE. THAT'S WHY T&B IS THE BRAND OF CHOICE.
10	Teamwork shot (crew at an operations site, with supervisory personnel in the background).	HELPING TO SAFELY CONNECT THE OIL AND GAS AND CHEMICAL INDUSTRIES. DON'T LIKE THE CLOSE