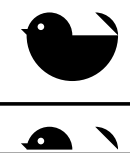


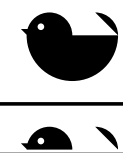
NZ Water Campaign

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Keyframe Storyboards

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NZ Water Campaign

We open to Grace drinking from under a garden tap. Around her lay filled water balloons.

Startled, she pulls away from the gushing water and raises her hand to shield herself as a water balloon flies in from the top of the screen, bursting against her.

VO: We've got a plan to keep Aotearoa's water affordable, safe, and reliable.



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NZ Water Campaign



The water explodes onto the screen filling it. It clears revealing a new scene beneath.

A plumber kneels at an open man hole turning his torch on. The camera pans down past him as he begins to lower his head into it.

VO: But the big upgrades...

NZ Water Campaign

The camera moves through the cross-section of cement and earth (and the scattered bones of fossils and debris) to reveal a mass of pipework below. The plumber pokes his head through and gasps at the mess. The coils of mismatched water pipes are covered in patches and water leaks and drips and pools throughout the scene.

The camera cuts back to the surface as the plumber is lifting himself and handing a bill to a shocked looking Divya.



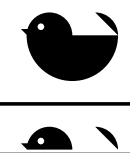
NZ Water Campaign

As Divya receives the stack of paper it instantly unravels and reams of it fall to the floor. It rolls and continues to unravel out of the scene. The Plumber shrugs apologetically at her.

The camera pans, following the long trail of the bill. As we follow its path we pass two characters. Bob, fresh from a bath, wearing a bathrobe (covered in rubber duckies) and a shower cap. Puddles of water hang around his feet and his companion gull is perched on his head. Looking enraged at the bill in his hand, he is waving his fist at it. Next of the two is Tane. Tane, wearing board shorts and wet from a dive, rips his mask off in shock at the bill (revealing heavy tan marks underneath the snorkel).

VO: will be too expensive for us Kiwi's to foot the bill.



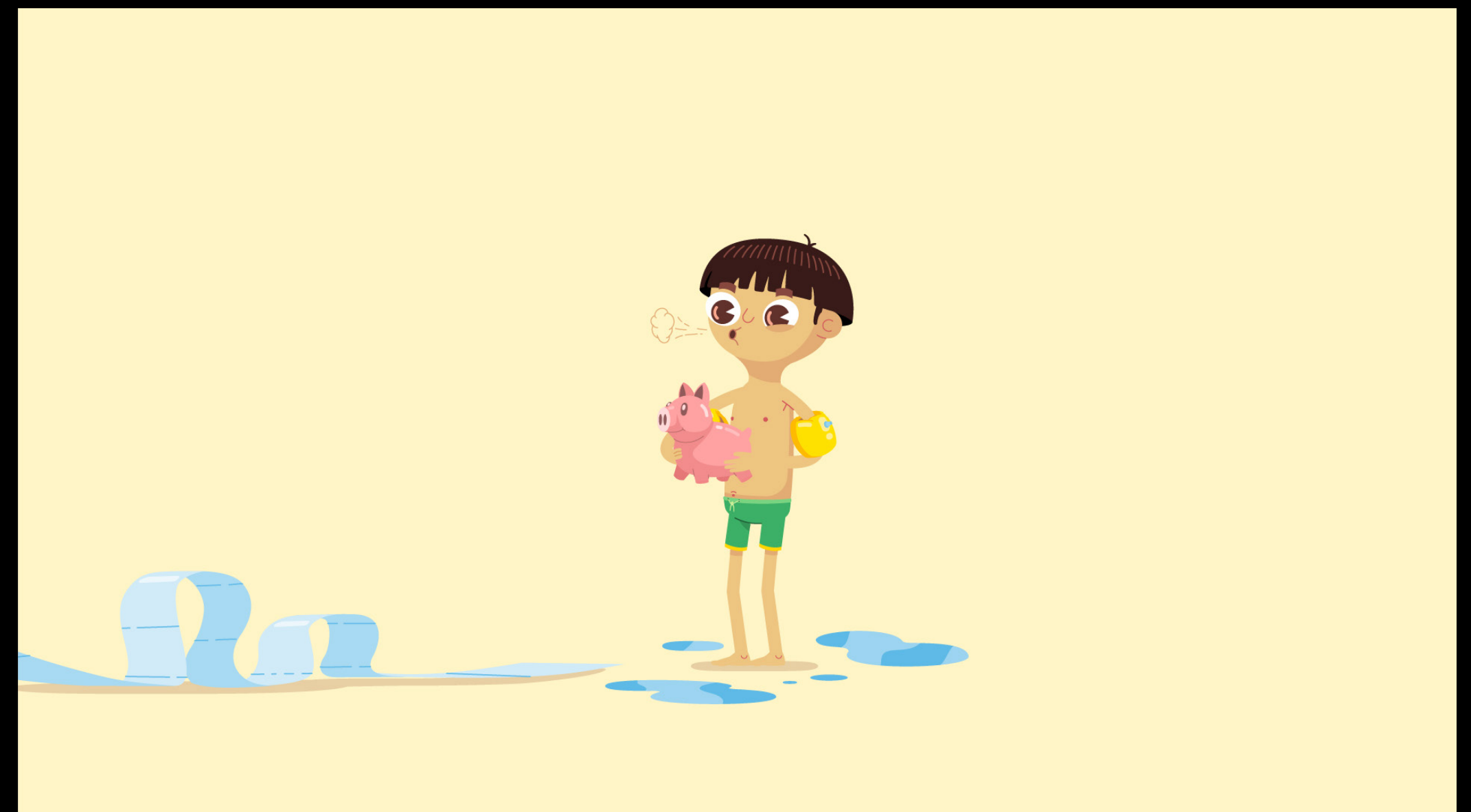


NZ Water Campaign

The panning camera stops as the bill comes to an end at Jin's feet. Jin (dressed in board shorts and floaties) is holding up his piggy bank, sad at the prospect of parting with it.

Upon hearing the assurance of the voice over, Jin sighs and drops the piggy bank. The camera pans down.

VO: There's a better way.

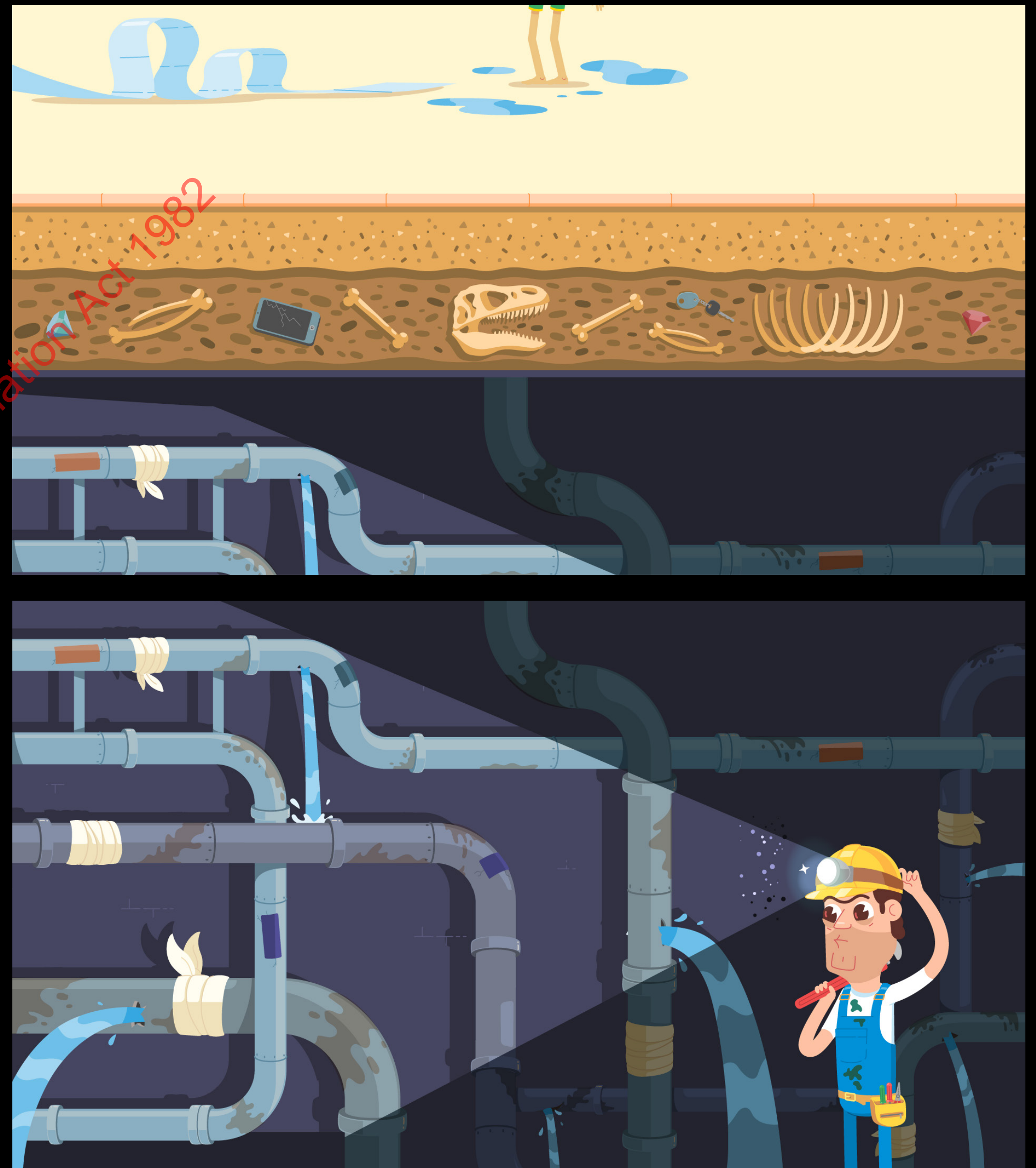


NZ Water Campaign

The camera quickly transitions through the earth below Jin's feet (curiosities can be seen scattered throughout it).

We once again see a mass of derelict and poorly repaired pipe work. The plumber is standing in the corner of the frame scratching his head. His helmet torch lights the pipes.

VO: We've made the call to reform our water services into...



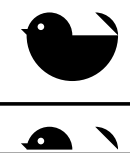
NZ Water Campaign



The plumber forcefully strikes at one of the larger pipes.

Suddenly they morph into a tidy coil of clean new pipes in the form of a four that shine so bright they light up the scene. The plumber smiles approving of the repairs.

VO: 4 new public entities.



NZ Water Campaign

The plumber immediately jumps out of the frame with a puff of dust.

We cut to a shot of him skidding down a shiny new pipe Fred Flintstone style, skidding out of the frame as quickly as he entered it.

VO: It's the most affordable way...



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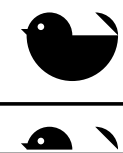
NZ Water Campaign

The camera cuts to a lake scene. The plumber flies in from the left of the frame (the bottoms of his pants rolled up and holding a lunch box and a bottle of water). He lands on a jetty with a thud. Tane surfaces from snorkeling and Grace cheekily splashes him. Jin giggles, floating next to his piggy bank (which has an inflatable ring around its middle). In the background, Bob fishes with his young grandson (who sports an identical mustache). They have an adult gull and a chick perched on their heads.

The camera drifts down from the scenes to the bank of the lake. Text begins to form out of the ripples of the lake's water forming the words 'Better water is better for everyone'. A remote control boat zips into the frame and icons animate on the screen.

VO: our water can be enjoyed now and by our grandkid's grandkids.





NZ Water Campaign



A gull lands on a rock as the remote controlled boat pulls a call-to-action and URL into the frame like a barge.

VO: Because better water is better for everyone.

VO: To find out what this means for you and your community go to [ThreeWaters.govt.nz](https://www.threewaters.govt.nz)



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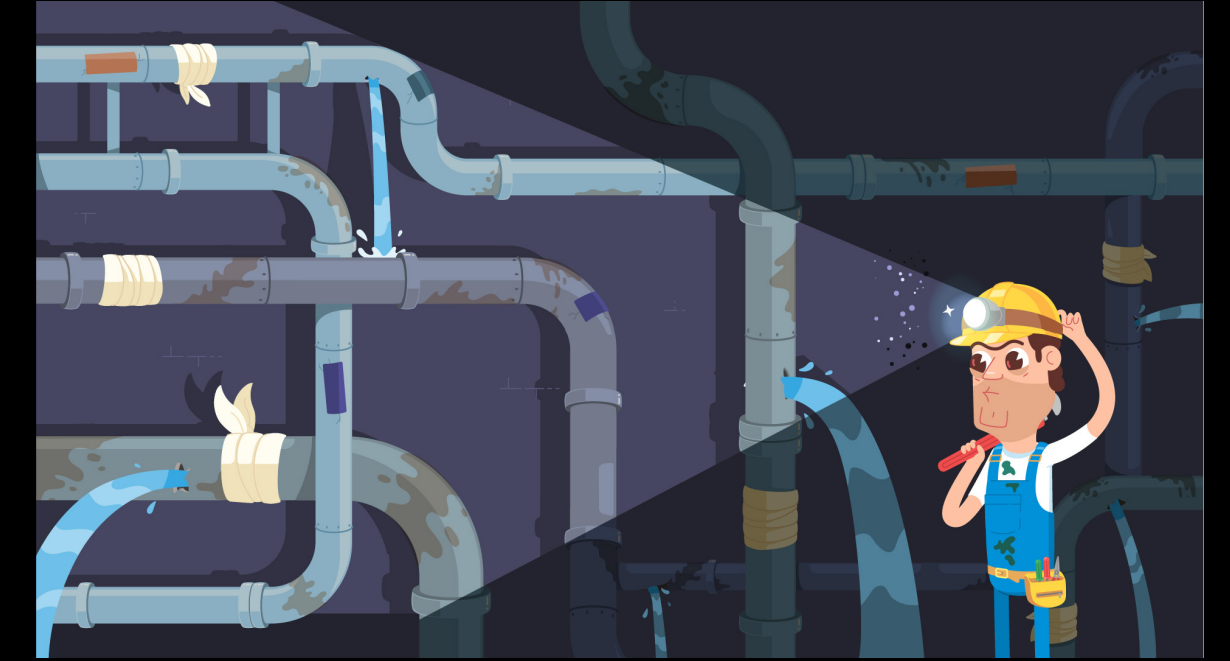


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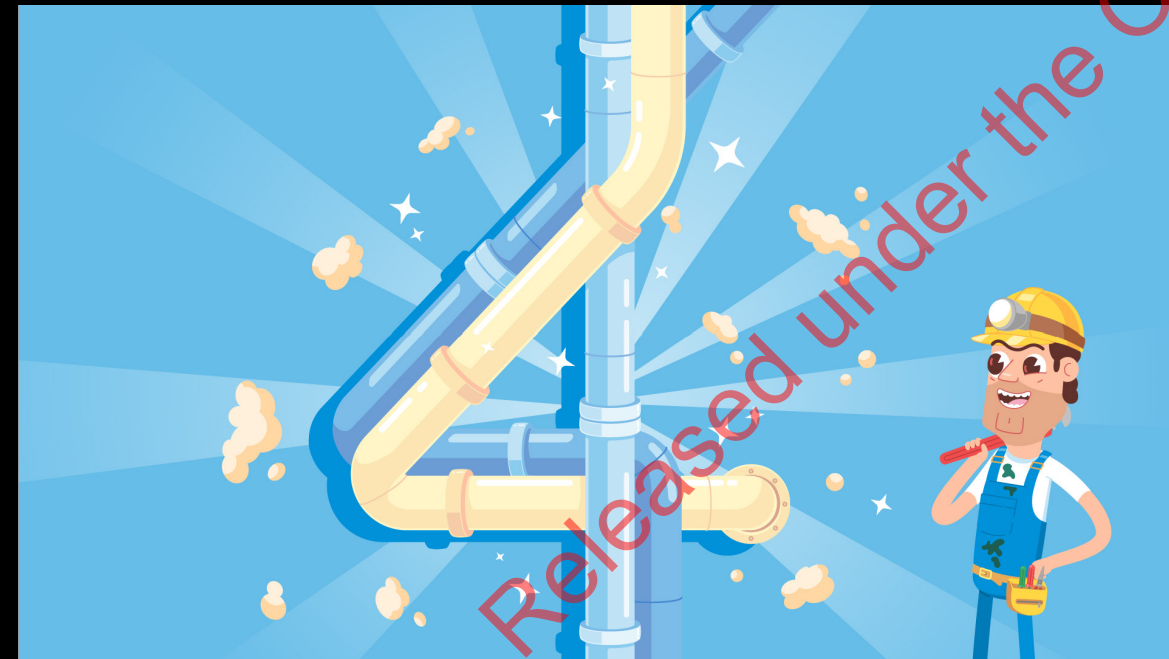


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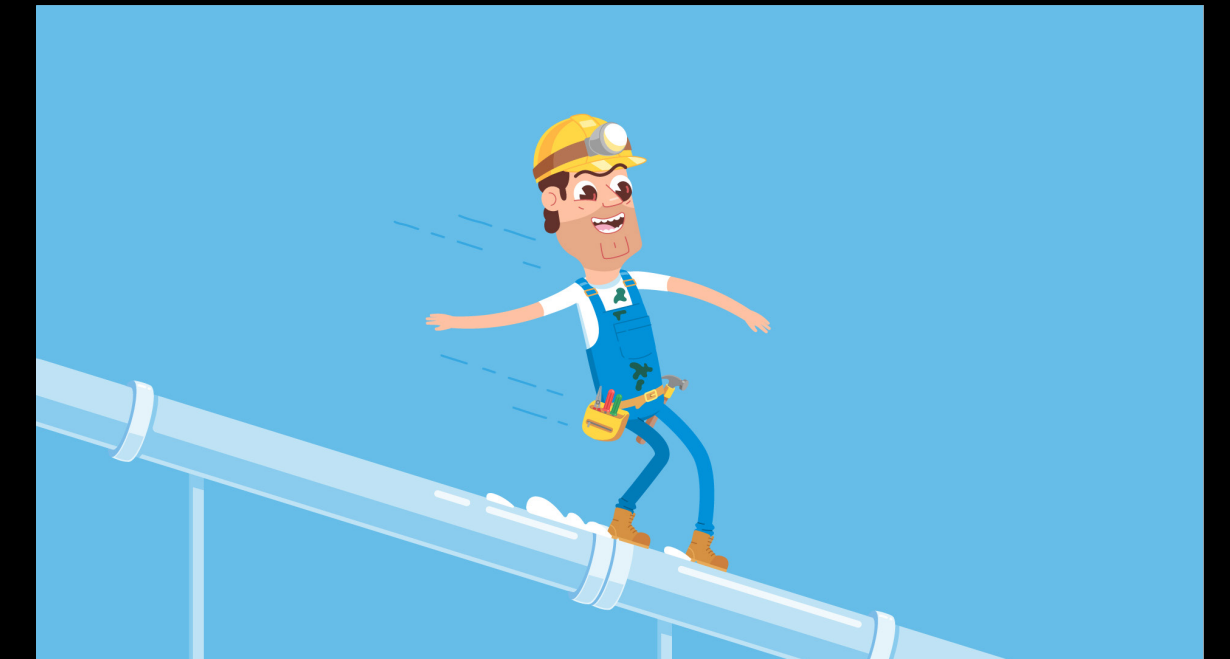


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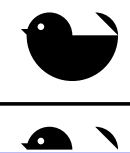
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Thank you!

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