

Script (with changes from feedback):

Scene:

1

Opens to the Markel boardroom. Donna, the Creative Director (Elizabeth Byland dressed in a sharp suit) is addressing 3 Markel staffers (perhaps Matt, Tyler & another female?) as well as 3 of her Branding Agents who are all sitting around the table. There are also a few Markel people dialing in on Zoom.

Donna (confidently): Great to see you all again, thanks for inviting us here today. 2 *(Markel staff non-verbally respond with a nod)* As I mentioned on the call, I've had Creative working on ideas for the opening for your Shareholder's meeting in May, and honestly, I think you're really going to love what we've come up with. Barnaby, why don't you kick us off? 3

Barnaby (over-the-top trendy wearing some kind of skinny tie or a bolo; arrogant & smarmy): Sup guys. So listen, here's what I'm thinking. You mentioned that the theme for the event is 'The Beat Goes On' to signify how Markel steadily continues on its journey of success, just as it has done for the last 93 years. It's that 'forever mindset' that you talk about on your website. Right? *(looking between the Markel staff for an answer)*

Matt (enthusiastically): 4 Mm Hmm

Barnaby: 5 Heard *(maybe points at Matt and winks as he says it)*. Well, get this. A buddy at my ceramics dojo actually went to school with the brother of Chadley Sparks who, as I'm sure you all know, is widely considered the best 6 post-bop jazz drummer out there right now? 7 Picture this...

Barnaby motions with his hands as if to open up the scene. Fade to Barnaby's vision: a pitch dark screen with just Barnaby's voice.

Barnaby: House lights down. Stage lights down. It's pitch black in there. Then boom *(sound effect)*, a spotlight on Chadley, center stage. Before you know it, he rips into a sick solo. *(Drum solo starts as he says "...rips into a sick snare-solo")*.

He's super into it with his eyes closed biting his lip a la David Brent from The Office. Cut to the boardroom where Barnaby has his tie around his head with some buttons undone and his sleeves rolled up. He's playing the air-snare making the noises with his mouth shaking his head around and his eyes closed. He opens his eyes, stops air-drumming and says:

Barnaby: He finishes with a flourish.

Barnaby proceeds to finish the air-snare solo with a flourish still making the noises with his mouth.

Barnaby: Then a mic lowers from above...

Barnaby looks up and gestures towards it and everyone else looks up too. Cut to Barnaby's vision where a mic is lowered from above and Barnaby grabs it looking super happy with himself and waits for imaginary applause to finish, thanking people in the crowd.

Barnaby (VO): Welcome Markel family. The Beat. Goes. On!

Cuts back to boardroom where Barnaby is mid-bow and visibly tired. As he comes up some of his colleagues are vibing with him, maybe a handclap and a fist bump. After a few seconds, Tyler (or someone else from Markel team) coughs to get their attention and they all turn and quiet down. Matt and the other Markel staffer are really into the idea:

Tyler: Yea, so...love the energy Barnaby. Really. We all love a good rockshow. In fact, Matt here saw Meatloaf perform over 30 times in concert didn't you Matt? *Cuts to Matt who gestures an RIP/blessing.* But listen. Here's the thing. You're bang on the money with all of the stuff about consistency and this idea does a great job of getting that across. But what I'd love to see is something that incorporates our other values too, like how we've continuously evolved over the last 90+ years, growing from a regional transportation insurance company to a global Fortune 500 family of businesses and investments.

As Tyler is talking he's looking at colleagues and getting nods of agreement from those that had previously been enjoying the idea. Donna looks a little panicked as that was what she considered to be their best idea. She tries to contain it and move on:

Donna: You're absolutely right. No problem at all.

She's about to say something when a disheveled looking Greg walks in, eating a donut, drops some papers. He's got a band on his arm to suggest he was out late at a club.

Donna: *(Looks at her watch sarcastically).* Glad you could make it Greg. You're up.

Greg looks at Donna with a slight awkward pause and fakes a confident nod and gets up:

Greg: Yea, for sure. For sure. Alright then guys. I'm Greg, nice to meet you all. *(He claps his hands together and says:)* Family. You're a family, amiright? *(Looking around at Markel people nodding in agreement, albeit not fully following his idea).* Here's what I'm thinking. We get the gang together for a family reunion. The big guns. I'm talking Meg and her dad. Are they even still talking? Doesn't matter. She can bring that ginger hubby of hers too. What's his name again?

Matt: *(Confused)* Are you...are you talking about Prince Harry?

Greg: Yea, him. What are the chances we can get his crew involved too? Charlie and the Duchess or whatever she is these days.

Tyler: Sorry, but does he think we're part of the Markle family?

Tyler looks at Donna whilst pointing to Greg as if to say, who is this guy? Donna looks very embarrassed with wide eyes.

Tyler: I mean, family and relationships are a massive part of what we're about at Markel, but this is clearly a misunderstanding.

Donna: Ok, sit down please Greg. *Under her breath:* Shhhhut the front door. We're gonna talk about this later! (*chastising tone*). Flo, do you have something for us? (*looking increasingly desperate, she's got wide eyes as she asks Flo*).

Flo: Absolutely, I'm ready. (*She gets up and makes her way to the front of the room*) Morning everyone. So...to me, Markel is about the many people you serve. Whether that's the protection you provide from complex risks through your insurance services, consistent return for shareholders from savvy investments, or the wide range of products and services offered by your portfolio of business ventures. It really is incredible how many people you help and protect, and to me that's kind of, well, it's kind of heroic. And that brings me to my idea...picture this.

Flo gestures to open up her vision. Fades to a Markel version of the Marvel logo and then into a montage of close ups of a superhero character (boots, gloves, M on chest, cape, face). During this montage, Flo is doing an impression of the classic hollywood deep-voiced action-film trailer voiceover:

Flo (VO): Heroically ensuring safety against the most dangerous threats in today's modern world; ceaselessly protecting a long-term vision of growth and prosperity; ferociously committed to a world of variety and opportunity.

Final shot of action montage is our superhero standing somewhere high with the wind in her cape looking to the horizon with her hands on her waist. This is the first time we see her whole body in shot. Cut back to boardroom where Flo is now standing on the table in the same pose as our superhero. After a few seconds of silence, she gestures with her hands as if imagining the title of the movie appearing on screen and says:

Flo: Captain Markel!!

She jumps down from the table and makes the whooshing sound effect with her mouth and maybe says "par-kour" under her breath.

Flo (excitedly; looking around the room): Whaddya think?

Silence; Everyone in the room is pretty shell shocked by what they've just seen. Perhaps Greg could be visibly flustered and have a smile on his face as if this is a side of Flo he's never seen before, and he's attracted to it.

Markel staffer (female): Certainly a very...interesting take, Flo. Wow. There's no way this gets past legal for so many reasons though. Beyond that, we don't think about ourselves as being superheroes though. It just comes across as arrogant.

Awkward silence in the room. Donna is looking awkward and panicked as she realizes none of their pitches have landed well. Matt turns to the corner of the room (we haven't previously seen this camera angle or part of the room):

Matt: Ooookay...Eeer, Tom, what do you think?

Tom is sat at a table with a huge stack of sealed envelopes and stationary to suggest he's writing out invitations and is about halfway through.

Tom (as he licks an envelope): Huh?

Tyler: We're running through ideas for the annual shareholder meeting Tom. Have you been listening to any of this?

Tom (continues to go about his activity and simultaneously waves away the concern): Oh. That's all sorted.

Matt: What do you mean it's all sorted?

Ending Version 1 (for live event showing):

Tom: Yea, all under control. It's very simple guys. I'm inviting all of our shareholders to the Robin's Centre at U of R and we'll just say thank you in person. Picture this...

Fades to live stream of the shareholder meeting where Tom walks out.

Ending Version 2 (for social sharing version):

Yea, all under control. It's very simple guys. I'm inviting all of our shareholders to the Robin's Centre at U of R and we'll just say thank you in person.