

# ~NORA~

script\_v3.3



## Voice Over

## Visual Scenario

### Problem:

You should agree that you cannot always keep your insurance policies handy, especially in situations when you RE-E-EALLY need them. They can hide among hundreds of other e-mails or they may just be unavailable at the moment.

We see the tourist shivering with fear. He recedes on *Trolltunga* to the very edge. *Cut on the giant legs walking right on the tourist. The tourist spastically delves into pockets for insurance policies. He peers out the legs and sees the open case with the documents. Tourist still recedes and falls down.*

because you cannot predict when the troubles may happen. For example, you decided to have a weekend outdoors, to make a couple of shots and nothing spells trouble.

**FlashBack:** The tourist goes in a overweighted car on the picturesque mountain road in Norway. He stops on *Trolltunga*, gets out of the car to take some photos on his phone with selfie-stick. He forgot to put a car on a hand brake. The car rolls downhill, knocks the tourist down. The tourist catches the phone and crashes against the huge stone. Suddenly the stone wakes and turns into the surprised angry Troll. Troll pulls down huge backpack from the car's roof and the car again rolls downhill.

But the dangers may lurk in trap even now. You may have a car accident, get a scrap on a rented car, or lose your stuff, whatsoever. As a client it is important for you to feel that you have quick access to your insurance policies.

The tourist runs downhill. The Troll is chasing him. Small and big stones rolls downhill. The tourist has selfie-stick and a pack of insurance policies in his hands. He's passing by his car which is smashed with a huge stone on it. The chaise stops when the tourist falls down from mountain wall. Camera zooms out, we hear eagle screams and see that the tourist catches the edge of the

mountain wall (which is Trolltunga) with the selfie-stick. All insurance policies fly away.

The selfie-stick breaks down and the tourist falls down. We see the flying selfie-stick, the smartphone and papers. The tourist tries to grab anything and succeeds to grab the phone.

Meet Nora, your new insurance app!

## Solution:

With Nora you are able to gather all your insurances digitally inside a mobile app. You have full overview wherever you are and in the event if an accident you can easily report it directly to the insurance company through the app. With a few clicks you can change existing policies or receive unconditional insurance offers from Norway's leading insurance companies. Nora also helps you with cleaning up your insurances to make sure that you always have the cheapest and best insurance solution. If you need help or have questions customer service is just a click away, easy and simple.

**Cut to present moment.** The tourist flies down the cliff and launches Nora app. The parachute with Nora logo on it opens above him and the camera zooms in on the phone screen. The tourist slides app showing all the main functions and advantages with the graphics around smartphone. **At the background the insurance policies are flying helplessly, the trees, mountains and clouds are flicking.**

## Call to action:

Nora is free for iPhone and Android users, and it will always be!  
Download the app today and take back the control of your insurances.

The view from the dark cave. On the horizon our hero flying down with the parachute. The camera zooms out. Now we see that it was view from the camera of smartphone. Camera app closes up and among other icons we see Nora app (accent on it). The camera zooms out again and we see that the phone is made of the stone and it's handled by the huge hand. The camera zooms out even more and we see it's hand of our Troll who is sitting with his family in the cave around the fireplace. (the atmosphere of safety and calm).