

TV Storyboard

Consumer Portfolio Services - “Bus Driver”
:53.5 – (6 second dealer tag)

Frame 1: (3)

Frame Description/Setting	Lines or Voice-Over
Open to man sitting on a bus stop bench, looking dejected, frazzled.	--

Frame 2: (4)

Frame Description/Setting	Lines or Voice-Over
City bus pulls up in foreground, doors open	Man, looking in confused: “Jerome Bettis!?”

Frame 3: (8.5)

Frame Description/Setting	Lines or Voice-Over
Cut to Bettis behind wheel	Bettis: “Does bad credit have you benched? Hop on the bus, we’re going to get help from Consumer Portfolio Services to get you a new car”

Frame 4: (3)

Frame Description/Setting	Lines or Voice-Over
Man apprehensively boards bus.	--

Frame 5: (3)

Frame Description/Setting	Lines or Voice-Over
Bus interior: man sits behind Bettis as he drives	Man: “But I have the WORST credit!”

Frame 6: (9.5)

Frame Description/Setting	Lines or Voice-Over
Cut back to tight shot of Jerome	“Consumer Portfolio Services specializes in helping good people with bad credit; even if you’re going through bankruptcy right now. Give them a call at 1-800-NEW-ROADS.”

Frame 7: (7.5)

Frame Description/Setting	Lines or Voice-Over
Slowly pans out to show man on phone on the bus in background as Bettis drives bus.	Bettis: “Consumer Portfolio Services works with dealerships in your area to get you back on the road with a good deal on a new car.”

Frame 8: (6.5)

Frame Description/Setting	Lines or Voice-Over
Man smiling in new car on lot. Shakes Jerome’s hand.	“Looks like I won’t be needing the bus anymore. Thanks, Consumer Portfolio Services!”

Frame 9: (2)

Frame Description/Setting	Lines or Voice-Over
Bettis with back to camera, waves goodbye as man drives away, waving back happily out the window.	--

Frame 10: (6.5)

Frame Description/Setting	Lines or Voice-Over
Tight shot of Jerome with graphics on screen, web, phone etc	“Call 1-800-NEW-ROADS or apply online today at newroadsautoloans.com .”

Insert 6-second dealer tag here. Tag must include one mention of either the phone number or website