

PhilAm Life Quantum Leap AVP1

First Draft 01/14/14

AUDIO	VIDEO
<p>SFX: Gentle waves, soothing wind, the open seas.</p> <p>A sonar blip.</p> <p>Another blip.</p> <p>MUSIC: Rising anticipation.</p> <p>MVO: Here at PhilAm Life we set a goal for ourselves. To better ourselves, far past what we thought we could.</p> <p>We started on a journey.</p> <p>A journey that changed us. That molded us. That made us who we are.</p> <p>A journey that strengthened us. That saw us bigger than ever before.</p> <p>A journey that has led us all the way to this very moment. The moment to take the next step. The moment to take the leap.</p>	<p>The wide open ocean, quiet and calm.</p> <p>A flicker.</p> <p>Digital flicker, pixellation lasting fraction of a second.</p> <p>Suddenly the ocean transitions into...</p> <p>A rounded GPS display showing an open ocean with the occasional island here and there. A marker in the seas up ahead, a line forming leading up to it, making stops on a handful of islands before it.</p> <p>Zoom in on the marker, tilting the display with the marker toward the horizon.</p> <p>We accelerate past island after island. Titles on the way:</p> <p>2011: Awakening</p> <p>We fly past it to the next isle:</p> <p>2012: Transformation</p> <p>Past to the next:</p> <p>2013: Hypergrowth</p> <p>We see in the distance, against the blinding sun...</p> <p>2014: Quantum Leap</p>

<p>MUSIC: Triumphant upbeat modern.</p> <p>MVO: Consider all that we've accomplished.</p> <p>Not just a milestone year, but a year of milestones and key initiatives - encapsulated in three simple letters.</p> <p>Through our nationwide recruitment program, we've been consistently exceeding our goals all over the Philippines.</p> <p>In 2013, our target was two thousand newly recruited financial advisors.</p> <p>We got five thousand six hundred and twenty six.</p> <p>All because of our Agent Recruitment Program</p> <p>With the Opening of our new state-of-the-art Premier Center, to drive recruitment, train newcomers, entertain clients and hold meetings, open to all premier advisors.</p> <p>Our PAD and PLD programs of non-traditional advisor and leader training.</p> <p>Our Learning Series, the intensive fast-tracking of new recruits to becoming full-time premier advisors and leaders.</p> <p>Our Pre-Contract Training Course and E-learning</p>	<p>The bright blinding light consumes the screen.</p> <p>Fade to an abstract futuristic red background.</p> <p>The initials appear as towering white letters:</p> <p>R.A.M.</p> <p>Zoom in on the R, filling the screen – a grid pattern appears, not unlike a diagram or blueprint, white over red. The headline:</p> <p>RECRUITMENT</p> <p>Under it appears:</p> <p>B.O.P.</p> <p>Photos of recruits in Davao, Visayas, Luzon pile on top of each other in numbers.</p> <p>SUPER: ARP</p> <p>Photos of the Premier Center is sketched in.</p> <p>State of the art</p> <p>Training Center</p> <p>Client relations</p> <p>Photos of PAD & PLD training is drawn on as line-art, filling in with color.</p> <p>Photos of the Learning Series nationwide.</p> <p>Relevant materials for E-learning.</p>
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initiative.

MUSIC:

Shifts to something slightly more serious, determined.

MVO:

Throughout 2013, we supported activation consistently through our Tara Na! Series, where we sent our delegates to Vietnam, Singapore and the biggest delegation we've ever sent abroad of over eight hundred delegates to Hong Kong, making so many of us jet-setters.

Our Leader Protocol Summit in Manila, Cebu and Baguio, pushing our leaders to excel nationwide.

Our several client forums all over the Philippines concerning wealth management, family talk, OFW and our Balikbayani forums - Money Management and Family Readiness in disaster seminars.

Our iPad 101 Training

And our sales rallies with our kick-off and 67th anniversary rally.

MUSIC:

Upbeat, victorious, rising.

We zoom back out to R.A.M., all else fading out except the A as white on black. The text fades in as:

ACTIVATION

The text glows red and fills the screen.

Fade in pictures of the Tara Na! trips, flipping over to reveal the next one.

Vietnam, Singapore and Hong Kong.

Photos of the LPS in Manila, Cebu and Baguio.

Wealth Management

Photos

Family Talk

Photos

OFW

Photos

Balikbayani:

Money Management

Family Readiness

Photos

Photos of the iPad 101 training seminars.

Photos of the sales rallies.

The last photo divides up into panels flipping over to reveal:

R.A.M.

Red against white.

The R and the A move out of frame, with the following fading in one letter at a time:

MDRT

<p>MVO: Of course, what would life be without reward? Let alone a PhilAm Life.</p> <p>Because we want to reward those who excel, those who put in the time and hard work that made us what we are now.</p> <p>Our annual premier trips took us to Davao...</p> <p>India...</p> <p>Philadelphia...</p> <p>...and Hawaii.</p> <p>All contributing to a milestone year in the midst of national hardship and difficulties. Despite everything we've been through, PhilAm Life came out victorious.</p> <p>We won the Gold.</p> <p>MUSIC: Climax.</p>	<p>As a subtitle under it, fade in: Development</p> <p>We zoom in through the o in Development and into an abstract red background where small panels of lights flicker on in the distance as we pass pictures of the Davao trip.</p> <p>SUPER: Premier Circle 2013 – Davao, the Philippines</p> <p>More light panels flicker on, we pass photos of India.</p> <p>SUPER: Premier Circle 2013 MDRT Experience – Hyderabad, India</p> <p>Yet more lights flicker on as we pass photos of Philadelphia.</p> <p>Premier Icon 2013 MDRT Annual Meeting – Philadelphia, USA</p> <p>A few more lights, as we see Hawaii.</p> <p>AIA President's Club – Hawaii, USA</p> <p>We zoom in past right back into...</p> <p>R.A.M.</p> <p>Each of the letters lighting up gold one by one like a bright neon sign turning on.</p> <p>Fade in under: Gold Win - AIA Champions League</p> <p>More and more lights flicker on, it's starting to resemble the backdrop of the Quantum Leap logo when suddenly...</p>
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A sonar blip.

Another sonar blip.

MVO:

So let's continue our journey. Bolder, bigger and better than ever before.

A new year, a new challenge, a new opportunity.

Take that step. Take the leap.

A flicker.

Digital distortion. Pixellation.

Like switching a channel, it transitions to the GPS screen. The marker still there.

We zoom in on it, the text appears over it:

2014:

A Quantum Leap.

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