

1

TIGHT on the CAT looking up

OWNER - NO! I don't wannago.



2

REVEAL that OWNER is up a tree with two FIREFIGHTERS and her CAT looking up at her.

OWNER threatens to climb higher.

OWNER - NO MORE VET BILLS.

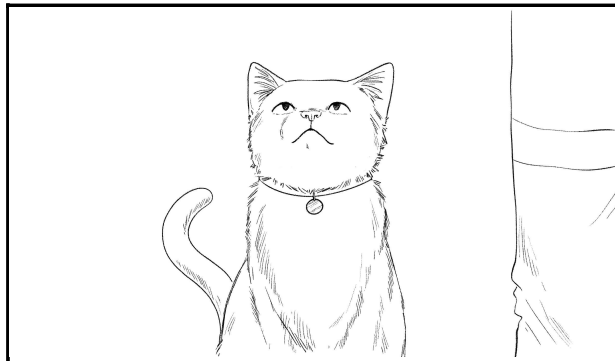
FIREMAN - Ma'am, we need you to get down.



3

TIGHT on the OWNER. After she speaks, she's suddenly distracted by a bug flying past. (cat-like)

OWNER - Unh. Unh.



4

TIGHT on MS. KEE KEE who mimics the bug passing head motion.



5

TWO SHOT on the FIREWOMAN and FIREMAN.

FIREWOMAN - Miss. Why don't you just get Progressive Insurance?



5a

(cont.) TWO SHOT on the FIREWOMAN and FIREMAN.

FIREMAN - Yeah, it covers unexpected pet care costs like operations, tests,



6

MEDIUM on the OWNER as she listens

FIREMAN (cont.) - and specialists.



7

THREE SHOT looking down at the FIREFIGHTERS and the CAT

FIREMAN (cont.) - ... so the vet isn't so scary anymore.



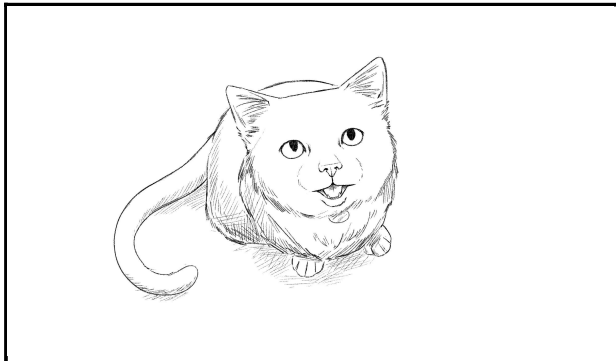
8

MEDIUM SHOT of the OWNER still hugging the tree.

OWNER - Not a bad idea!

(looks at the cat)

Ms. Kee Kee,

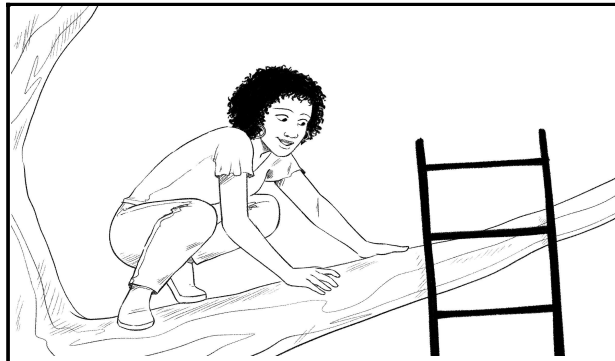


9

TIGHT on MS KEE KEE

OWNER (cont.) - we're going to the vet!

MS. KEE KEE - (low register) Meow.



10

MEDIUM - OWNER maneuvers like she's going to climb down the tree head first. (they discourage it) The ladder enters frame.

VO - Don't sweat the cost of the vet!



11

WIDE - OWNER finishes stepping off the ladder to safety.

GFX: LOGO OVER IMAGE

VO - For just a dollar a day, protect your best friend with Progressive Pet Insurance by Pet's Best.



12

The whole group is walking toward camera, MS KEE KEE in the lead.
FIREWOMAN soft pets OWNER on the back.

FIREWOMAN - I knew you could do it.



13

PUNCH IN on OWNER makes a cat-like evasive shoulder drop and HISSES at her (play with multiple versions).

OWNER - Hsssss.

VO - Who's a good cat owner?