

Animation Project Brief

Project Specifics

Total Script Length:	275 words
Total Run Time:	2mins 5secs
Short Episodes:	5
Average Episode Script:	approx.. 56 words
Episode Length:	25 seconds each

Project Direction

Purpose

The following project is for MIPS who provide medical indemnity insurance to health care professionals; doctors, dentists, etc. The primary purpose of the animation is to promote and highlight MIPS's unique membership benefits.

To better reach the target audience, the animation is split up into 5 individual episodes. Whilst these episodes share ongoing characters, each video covers a different and unique aspect to MIPS' membership opportunities.

Audience

This animation is primarily targeted at a youth audience, more specifically, university students who are studying within the medical or dental disciplines, aged between 18 - 28. The series of videos is meant to engage its viewers whilst seamlessly describing what MIPS has to offer in a fun and informative manner. With this in mind, the desired outcome will be an increase in sign ups and membership retention.

Pacing + Tone

We envision that the pacing be calm but enthusiastic, and the tone — reminiscent to that of a close friend or parent who's warm, reassuring and full of spirit — someone who's 'got their back'.

Visit the links below for voice over examples of the desired tone:

<https://vimeo.com/154227301>

<https://vimeo.com/124867407>

Accompanied Music

For each episode, you will be accompanied by the light, organic and enthusiastic score that has been attached within the email.

Please follow over the page for full scripts:

Scripts

Below are the listed episode scripts. ***Please find attached audio examples to guide diction and emphasis and primarily pacing. These should not be an indicator of tone as we would want the voice actor to inject her own sense of personality into the narration.***

Episode 1 — Students *(54 words)*

When you're studying to be a healthcare professional, MIPS membership is free. So If you need insurance for your elective, clinical placement... or advice for usual... and... unusual circumstances while practicing, we have your back. There's round the clock help from experienced practitioners who've been in your shoes...so you'll never go it alone.

Episode 2 — Recent Graduates *(54 words)*

Join the league of 1000s of healthcare practitioners who are now MIPS members. We take what you do seriously. That's why professional development training is included in your membership. So you can network at our workshops or you can do it from home – it's that easy. Learn while you practice... now that's smart thinking.

Episode 3 — Professional Development *(64 words)*

You've graduated! And... now you're working. Your employer will provide you with insurance, but where they can't help... MIPS can step in. Legal costs can be expensive, but we foot the bill for all our members, So you're insured for twenty million dollars... and we don't do sub limits. So when you hit a bump in the road, you can call MIPS... We're prepared.

Episode 4 — Personal Accident and Travel *(49 words)*

You want to help people... and you love travel. With MIPS, Your membership insures you when you combine the two. So for all of travel's little mishaps.... when all you want to do is help people – we have you covered. ... even when you are the only doctor on board.

Episode 5 — Private Practice *(59 words)*

You're working in private practice... And that's a big responsibility to handle on your own without the right indemnity support. So don't leave yourself exposed, because If there's an accident – the buck stops with you. That's why we're here day and night, with indemnity cover and support from fellow practitioners. Because at MIPS, protecting your career is our priority.

Please follow over the page for the chaptered audio segment directions:

Chaptered Audio Segments

We strongly require that voice recorder leaves a silent gap between the following script segments so that we may cleanly cut, and rearrange the pacing in accordance with the animation without any overlap.

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- So If you need insurance for your elective, clinical placement...
- or advice for usual...
- And... unusual circumstances while practicing,
- We have your back.
- There's round the clock help from experienced practitioners who've been in your shoes
- So you'll never go it alone.

Episode 2 — Recent Graduates *(54 words)*

- Join the league of thousands of healthcare practitioners who are now MIPS members.
- We take what you do seriously.
- That's why professional development training is included in your membership.
- So you can network at our workshops
- Or you can do it from home
- It's that easy.
- Learn while you practice
- Now that's smart thinking.

Episode 3 — Professional Development *(64 words)*

- You've graduated!
- And... now you're working.
- Your employer will provide you with insurance, but where they can't help...
- MIPS can step in.
- Legal costs can be expensive,
- But we foot the bill for all our members,
- So you're insured for twenty million dollars...
- And we don't do sub limits.
- So when you hit a bump in the road, you can call MIPS...
- We're prepared.

Episode 4 — Personal Accident and Travel *(49 words)*

- You want to help people
- And you love travel.
- With MIPS, Your membership insures you when you combine the two.

- So for all of travel's little mishaps...
- When all you want to do is help people
- We have you covered
- Even when you are the only doctor on board.

Episode 5 — Private Practice *(59 words)*

- You're working in private practice...
- And that's a big responsibility to handle on your own without the right indemnity support.
- So don't leave yourself exposed
- Because If there's an accident
- The buck stops with you.
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