



By Niek Naus & Jake De Buratte

Challenge

Increase sales of life insurance to younger people as soon as they have dependents and increasing financial commitments.

Insight

Young people often don't consider life insurance as the the idea of death makes them feel uncomfortable and might seem quite unlikely. It is often seen as something you need later in life, but actually it is important from early adulthood.

Humans share 60% DNA with bananas.

Life is already pretty weird.
Contemplating life insurance shouldn't be.



LLOYDS BANK
Making sense of life insurance

Kangaroos have three vaginas.

Life is already pretty weird.
Contemplating life insurance shouldn't be.



LLOYDS BANK
Making sense of life insurance

Viagra makes plants stand up straight.

Life is already pretty weird.
Contemplating life insurance
shouldn't be.



LLOYDS BANK

Making sense of life insurance

Most lipsticks contain fish scales.

Life is already pretty weird.
Contemplating life insurance
shouldn't be.



LLOYDS BANK

Making sense of life insurance

Lobsters taste with their feet.



Life is already pretty weird.
Contemplating life insurance shouldn't be.



LLOYDS BANK

Making sense of life insurance

Client: Lloyd's Bank
Product: Life Insurance
Presenter: Sean Lock
Time length: 30 Seconds
Title: Checkmate
Team: Jake de Buriatte & Niek Naus

Visual

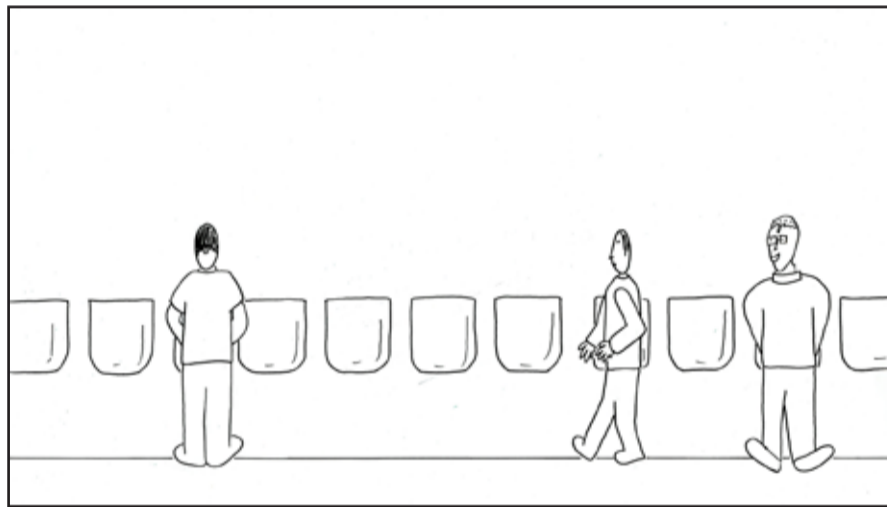
Sean Lock weeing, facing away from camera.

Sean turns to camera.



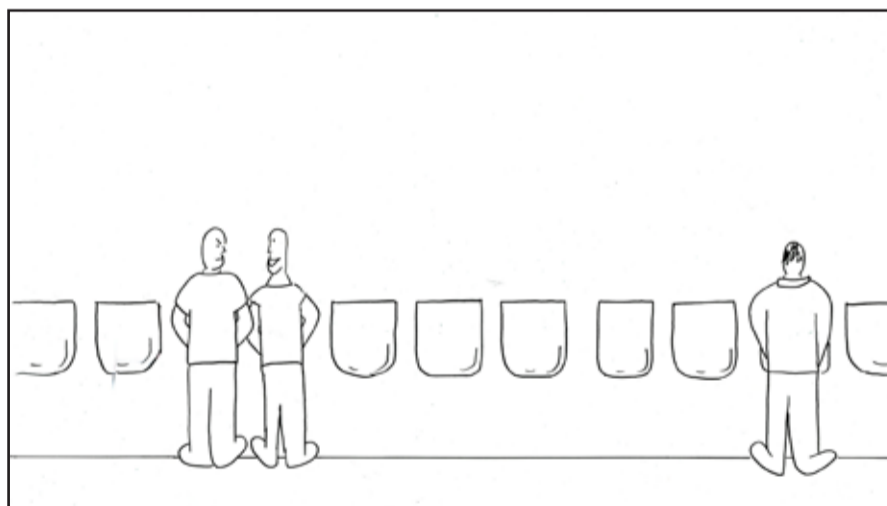
Cut to wide shot showing another man weeing at another urinal.

A third man enters from the right, walking left.

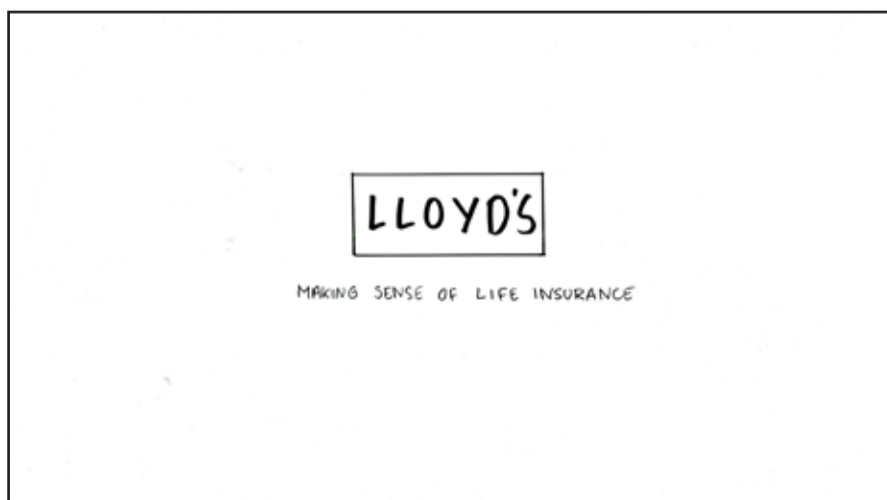


The third man walks over and stands next to the man weeing

The man on the left gives a very uncomfortable glance at the smiling man to his right.



Cut to logo and end line.



Audio

SFX: noise of weeing in to a urinal

Sean: "Thinking about life insurance can be a little bit weird."

SFX: Footsteps, whistling

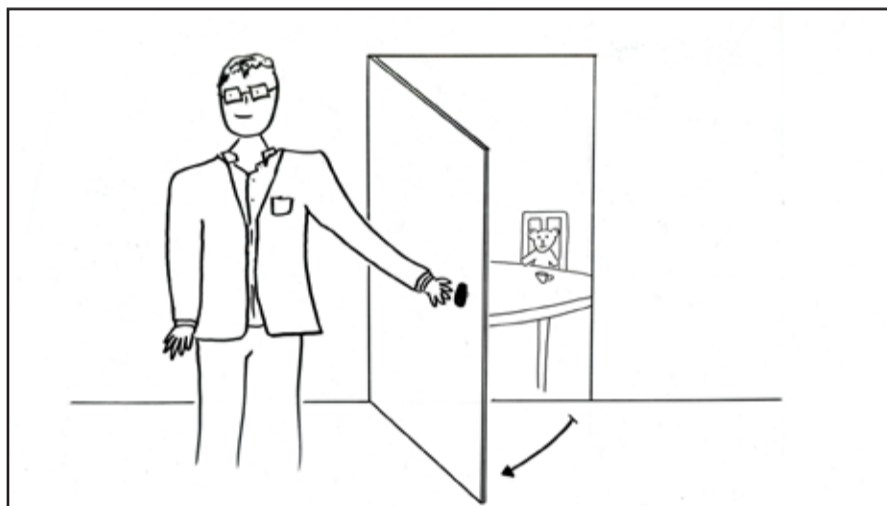
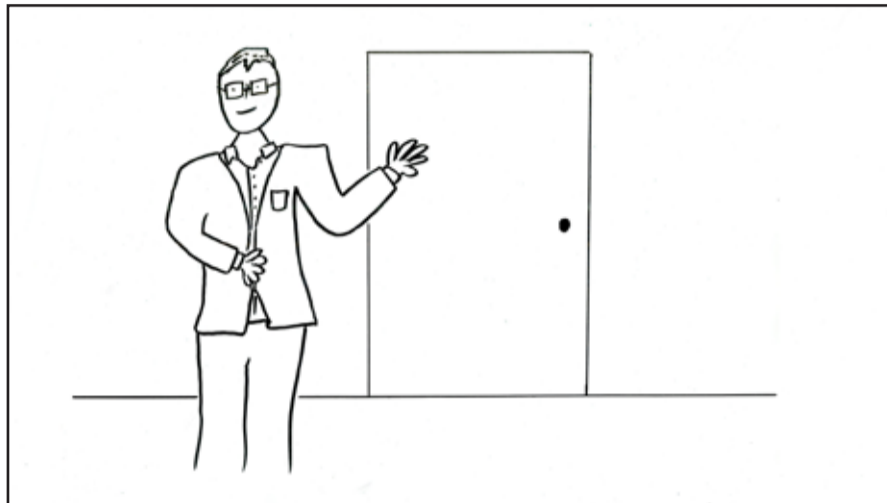
Sean "...but this is... hmm, weirder."

MVO: "You can apply for life insurance in just 30 seconds using our online form."

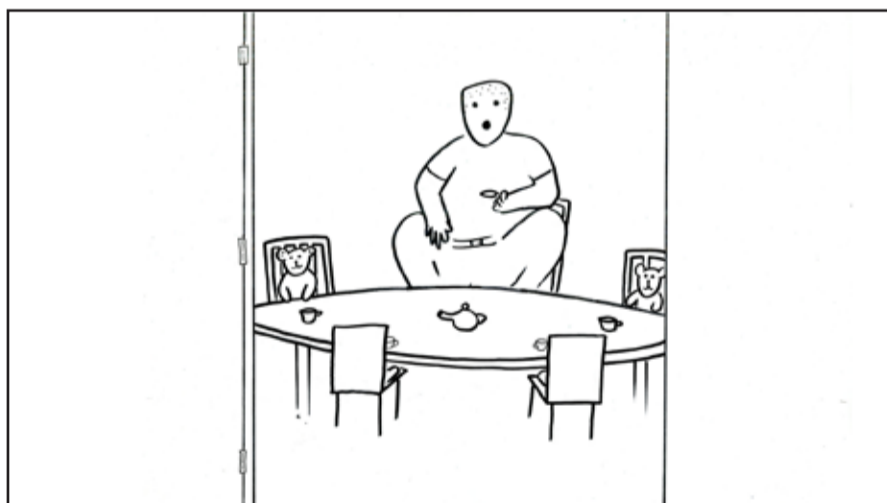
Lloyd's Bank, making sense of life insurance"

Client: Lloyd's Bank
Product: Life Insurance
Presenter: Sean Lock
Time length: 30 Seconds
Title: Teddy Bear Tea Party
Team: Jake de Buriatte & Niek Naus

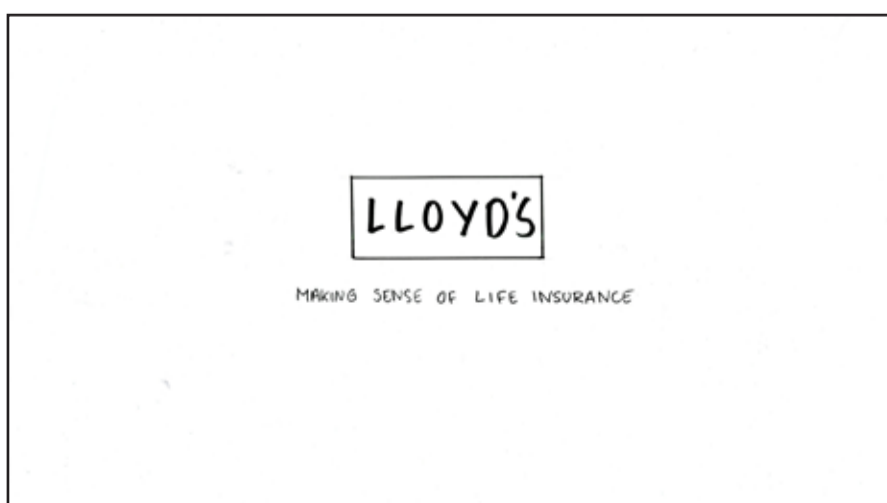
Visual



Camera dolly towards the open door.



Cut to logo and end line.



Audio

SFX: Faint voices

Sean: "Thinking about life insurance can be a little bit unsettling."

SFX: Door opening

Sean "...but this is... worse."

MVO: "You can apply for life insurance in just 30 seconds using our online form."

Lloyd's Bank, making sense of life insurance"

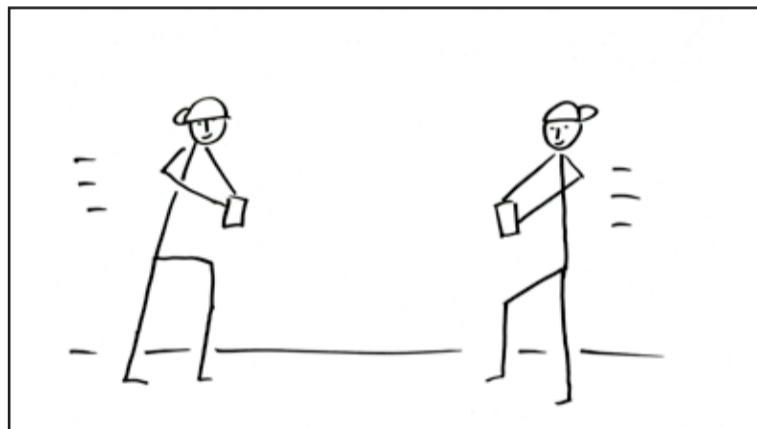
Client: Lloyd's Bank
Product: Life Insurance
Presenter: Sean Lock
Time length: 30 Seconds
Title: Doppelgänger
Team: Jake de Buriatte & Niek Naus

Visual

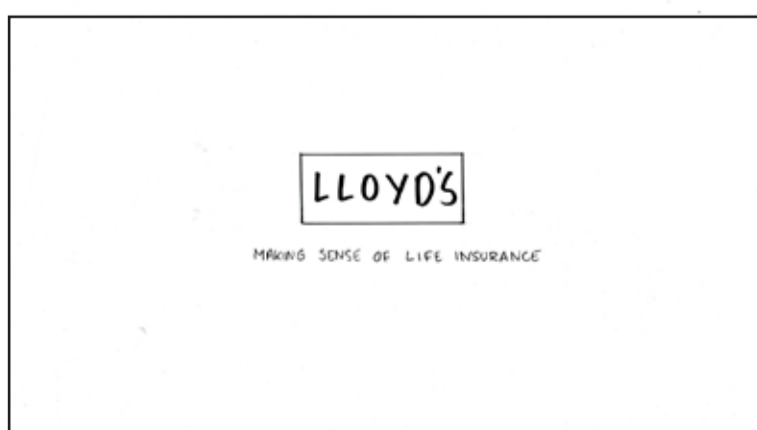
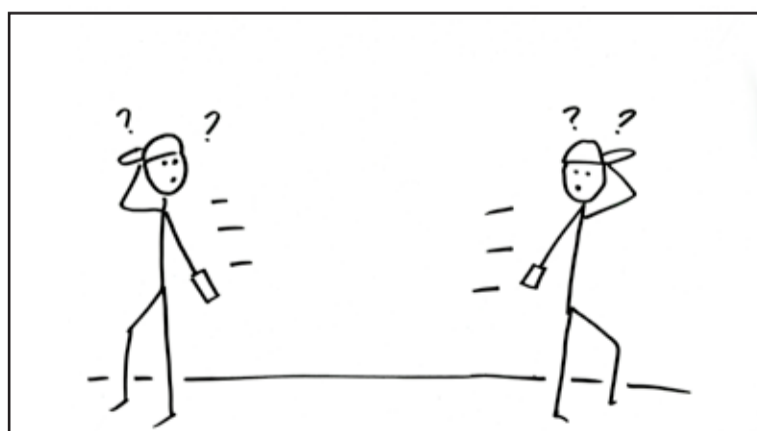
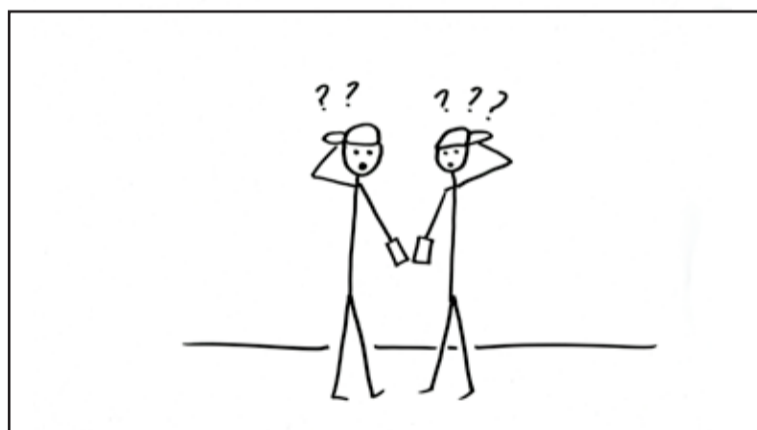
Audio



Sean: "Thinking about life insurance can be a little bit odd."



Sean "...but this is, well... odder."



MVO: "You can apply for life insurance in just 30 seconds using our online form."

Lloyd's Bank, making sense of life insurance"