

Plymouth Rocked / 645 :30 TV

Man in kitchen on phone. Music plays under. Rob Halford, with a mic, in leather/denim rock gear, is moving to the beat, listening in on the conversation.

GUY: Switching my auto insurance to Plymouth Rock could save me \$645?

ROB (singing): Oh yeah!

GUY: Hm, that's serious money.

ROB (singing): Serious!

GUY: Alright.

ROB (singing): Alright!!!

GUY (now totally psyched up, into phone): Thank you!

The guy hangs up, pleasantly surprised, smiling. The band explodes into emphatic, celebratory rock bliss.

ROB (singing): You got Plymouth Rockkkked!!! Feels good today - let's have some lasers to celebrate!

Lighting cue: Lasers and fog fill the kitchen. Music rocking out, under. Homeowner is psyched.

VO: See how much money you could save on car insurance, and you'll be Plymouth Rocked.

TAG/LOCKUP/VO: Plymouth Rock Assurance.

Plymouth Rocked / Bundle :30 TV

Homeowner/customer in living room, on phone, talking with Plymouth Rock representative. Music plays under. Rob Halford, with a mic, in leather/denim rock gear, is moving to the beat, listening to the conversation.

WOMAN: So I'll save hundreds by bundling home and auto with Plymouth Rock?

ROB (singing): I like it!

WOMAN: Wow, well that's great. Let's do it.

ROB (singing): Amazing

WOMAN: Alright.

ROB (singing): We're rolling!

WOMAN (psyched): Rollling!

Caller is pleasantly surprised, smiling. The music explodes into emphatic, celebratory rock bliss.

ROB (singing): You got Plymouth Rockkkked!!! This moment seems deserving of a signature rock scream. Ahhhhhh (under VO)!

Energetic guitar riff. Music rocking out, under. Homeowner is psyched.

VO: See how much you can save by bundling home and car insurance. And you'll be Plymouth Rocked.

TAG/LOCKUP/VO: Plymouth Rock Assurance.

Plymouth Rocked / 5 Seconds :30 TV

Wife on computer, in living room. Husband nearby. Music plays under. Rob Halford, with a mic, in leather/denim rock gear, is moving to the beat.

WIFE: It only took me 5 seconds to see how much we could save with Plymouth Rock Home Insurance.

ROB: Done quickly.

HUSBAND: [peeks at screen, reacts] That's a great rate!

ROB: It's happening.

WIFE: Money in our pockets.

ROB: Feels good!

GUY (psyched up) Yeah it does!

Music explodes into emphatic, celebratory rock bliss.

ROB: You got Plymouth Rockkkked!!! Let's bang our heads, 'cuz awesomeness just happened fast as lightning.

VO: See how much you could save on home insurance in just 5 seconds online. And you'll be Plymouth Rocked.

TAG/LOCKUP/VO: Plymouth Rock Assurance. Website underneath.