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Client: Experian.com
Job No: 20710096-6
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Job: It Starts Here Campaign
"Car Loan" :30 TV
Ad-ID:
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THE EXPERIAN[SM] LOGO WILL BE AT THE BOTTOM OF THE SCREEN THROUGHOUT.

OPEN ON A 30-YEAR-OLD MAN IN A CAR DEALERSHIP THAT IS PROJECTED ON THE WALL AND FLOOR AROUND HIM. THE DEALER SHAKES HIS HEAD NO.

VO: **The issue with his car loan didn't start here.**

THE MAN STARTS TO WALK IN PLACE ON A TREADMILL. SCENES FROM HIS LIFE ARE PROJECTED ON THE WALL AND FLOORS AROUND HIM, SO IT LOOKS AS IF HE'S GOING BACK IN TIME.

VO**: It began way, way back.**

WE SEE HIM WALK THROUGH A DOOR INTO THE OBSTETRICS WARD IN A HOSPITAL. WE SEE HIM WALK THROUGH A DOOR INTO A PROJECTED WEDDING CHAPEL.

VO: **Before he had children. Before he got married.**

HE WALKS THROUGH A DOOR INTO A SMALL EMPTY APARTMENT. THERE'S A BILL ON THE FLOOR THAT LOOKS LIKE IT WAS SLIPPED UNDER THE DOOR.

VO: **It started in his very first apartment. See that overdue bill? It arrived after he moved out. And he never got it.**

HE TURNS AROUND AND WALKS OUT THE DOOR INTO A BANK.

VO: **Bankers and creditors have known about it for years.**

VO: He found out when he checked his credit report and score at Experian, allowing him to address the issue...

HE GETS INTO A PROJECTED CAR AND DRIVES OFF.

VO: And drive off into the sunset.

TAGLINE: TBD