

## Cambridge Consulting Group 30 Year Celebration (Spec)

By Cody Stauber, TELL

Production Notes: Voice Over (VO) Strong, seasoned voice, quick tempo.

Music: Up-tempo, inspirational. (track sample: Inner City Life by Distance)

<p>Open on black screen, “1985” fades in in bold, white letters. Motion graphics match the voiceover, depicting a timeline of Reagan taking office, Back to the Future being released and Cambridge Financial Services opening in Mount Clemens.</p> <p><i>Note: Graphics should indicate that the company’s name was later changed. Could even be part of a motion graphics timeline (similar to the one in the Brand Video document) leading to 2015.</i></p>	<p><i>Music: comes in low at bed level.</i></p> <p>VO: 1985. Reagan takes office for a second term, Marty McFly hits the silver screen, and Cambridge Consulting Group is born.</p>
<p>A timelapse of Downtown Detroit, the same bold, white letters read “2015.”</p> <p>Display of various awards received by Cambridge.</p>	<p>VO: Back to the Future: 2015. Four presidents have passed, we don’t ride hoverboards to work, but one thing remains consistent: for insurance &amp; financial services consulting... nobody tops Cambridge.</p>
<p>Motion graphics detail 95% client retention, 3,000+ clients, offices in Troy, Grosse Pointe and Detroit.</p>	<p><i>Music: Allow music to drive this section before fading back into voiceover.</i></p>
<p>Graphics expand on the VO: “Your People. Your Property. Your Business. Your Future. Your Family. You.”</p>	<p>VO: For 30 year, Cambridge has protected clients’ most valuable assets.</p>
<p>Graphics promote the core values of the company and transition into their four practice groups, Benefits Consulting, Risk Management, Qualified Plans and Risk Strategies.</p>	<p>VO: Their Integrity, Hard Work, and Compassion for clients promotes a culture of excellence that Delivers Results across all practices.</p>

Wrap up the piece with any final achievements or future goals and finish with a solid graphic such as:



VO: And though you can't count on the Cubs winning the World Series, rest assured that Cambridge Consulting Group will grow its brand of excellence for 30 years to come.

(Ironically, they won the World Series)