



SCRIPT GUIDE

TELEVISION ADVERTORIAL COMMERCIAL UNDER THE THEME
"VALUING THE SKILLWORKS"

BACKGROUND

The Special Investigating Unit requires the assistance of a service provider for the production of a Television Commercial highlighting the good work done in the NSFAS investigation. The commercial opens at the end of the journey. South African professionals are actively solving the national skills shortage. Time then rewinds to reveal that their success was only possible because SIU investigations recovered NSFAS funds.

OBJECTIVE

To positively showcase the work of the SIU

INFO

USAGE FEES

- QUOTE ON A 1-2 YEARS USAGE LICENSE
- TVC WILL BE USED ON SOCIAL MEDIA AND TRADITIONAL MEDIA

SIU EXPECTATIONS •

We expect the successful service provider to run the production from end to end alongside our internal communications team.

LANGUAGE TO USE IN THE TVC •

English should be the main language, vernac can be used to enhance the story. Vernac languages can be the secondary.

ACCESS TO B-ROLL & ARCHIVES •

We can provide limited access to our archives for B-roll – please reenact any scenes necessary, however some events we will provide archives.

PROVISION OF PRODUCTION FILE•

Please provide a production file of the whole production.

CUTDOWNS OF THE COMMERCIAL •

- 1x 15 seconds version
- 1x 30 seconds version
- 1x 1 minute version

TECHNICAL SPECIFICATION •

- 4K Resolution for all content
- With both 9:16 and 16:9 aspect ratios observed

around the NSFAS investigation, highlighting that the NSFAS Investigation in the past 5 years returned 2 billion rands into the fiscas. The 2 billion rands returned is enough to fund over 6000 professionals.

LOCATIONS

Any location within the borders of SA is permissible.

CORE THEMES THAT INSTANTLY CONNECT

DETAILED SHOT-BY-SHOT STORYBOARD

SCENE 1: SOUTH AFRICA NEEDS SKILLS (0:00-0:08)

Shot 1: Aerial of bridge and morning traffic.

Shot 2: Engineer reviewing plans.

Shot 3: Nurse/Doctor in clinic.

Shot 4: Teacher in classroom.

Shot 5: Artisan reconnecting power.

VO: Every day, skilled South Africans keep the country moving.

SCENE 2: TIME REWINDS (0:08-0:18)

Shots reverse all actions. Professionals transform into graduates.

VO: But every professional begins somewhere.

SCENE 3: GRADUATION REWINDS (0:18-0:28)

Graduation ceremony reverses into student life.

VO: Before they could serve the nation, they first needed the chance to study.

SCENE 4: FOLLOW THE MONEY (0:28-0:38)

NSFAS funding rewinds through suspicious transactions.

VO: But when funds meant for students are diverted...

SCENE 5: SIU INVESTIGATION (0:38-0:50)

Investigators follow evidence, court orders issued, funds recovered.

VO: The SIU follows the evidence. Traces every transaction. Recovers money meant for South Africans.

SCENE 6: FORWARD AGAIN (0:50-0:57)

Recovered funds reach students, leading to qualifications.

VO: Because recovered funds do not just create graduates.

SCENE 7: IMPACT (0:57-1:00)

Teacher. Nurse. Engineer. Artisan. Doctor.

VO: They create the skills South Africa needs.

SUPER: R2 BILLION RECOVERED

SUPER: THOUSANDS OF FUTURES RESTORED

PRODUCTION SCHEDULE

Week 1: Creative development, storyboards, approvals, casting.

Week 2: Production and filming.

Week 3: Editing, colour grading, sound design, VO recording.

Week 4: Client review, amendments, final delivery.

DELIVERABLES

60 sec TVC

30 sec cutdown

15 sec cutdown

10 sec social edit

6 sec bumper

16:9 and 9:16 versions

4K masters

TONES OF THE COMMERCIAL

1. SERIOUS

Think:

- *Slow, heavy, dramatic*
- Voiceover: calm, authoritative
- Feels like a

2. HOPEFUL + RESTORATIVE

- Starts dark → ends in light
- Focus on impact, not fear

3. SHARP + UNCOMPROMISING

- Bold messaging
- Direct confrontation of corruption
- Almost documentary-style realism
- A voice of hope

TVC concept tagline

Tagline: Behind every graduate is a story of accountability.

End line: When the SIU works, South Africa works.