

WHITE LABEL COMEDY

The One Show - Beyond PPI

(Pres: Dom Littlewood)

Script (v3.1)

| | Script | Visuals |
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| | <p>(ARNIE) <i>Come on, take action, before it's too late. Do it nowwww!!!</i></p> <p>Arnie's latest blockbuster - just one of the many adverts letting us know that after the 29th of August, unlike him, PPI - <i>won't</i> be back.</p> | <p>Open with a clip from the FCA's latest Arnold Schwarzenegger PPI Ad - https://www.youtube.com/watch?v=905IH5cZhlY - Fair Dealt as Quotation.</p> |
| | <p>Payment Protection Insurance.</p> <p>The motivation behind over 2.7 billion unsolicited calls, and the main reason iPhone batteries run down so quickly.</p> <p>But not everybody's celebrating the end of this (very annoying) era.</p> <p>When the phones fall silent at the end of the month - spare a thought for the small army of cold callers who are going to be out on their ear.</p> | <p>Dom's PTC shot in and around a bank branch - making use of the many different positions / roles (at the cash point, in the queue, behind the counter) to mix up the visuals.</p> <p>GFX: Line chart that shows the number of PPI calls per year rising, and the time Dom's phone lasts without dying falling, along the same axes.</p> |

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| | <p>While PPI was being sold as far back as the 70s, most of the scandalous mis-selling began in the 90s</p> <p>Ahh, the 90s. Friends was on TV, a female Prime Minister was forced to resign, and tensions were rife in the middle east.</p> <p>It was a very different time.</p> <p>The policies were sold as a way of protecting you if you were made redundant, or were too sick to work</p> <p>That's the old-fashioned 'sick', as in ill - not the new 'sick', as in 'that's sick bruv'.</p> <p>And it most certainly was not sick, bruv - because many were sold to customers whose circumstances meant they'd <i>never</i> be able to claim.</p> <p>What's more - often customers were told it was compulsory even though it should always have been an optional extra. And - it was often sold to customers who had no idea they'd even bought it.</p> <p>It's like that time I bought a fluffy meerkat toy, and didn't find out for 7 years I'd also bought car insurance too.</p> <p>The FCA began imposing fines for mis-selling in 2006, and by (YEAR) there were already at least (NUMBER) firms offering to help us all claim.</p> | <p>Archive of the three key '90s' moments.</p> <p>Dom has a Compare The Meerkat toy on the counter next to him.</p> |
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| | <p>Payouts are believed to have cost the banks in excess of £35Billion...</p> <p>...or more than 7% of the bailout money the government gave them when they crashed the global economy in 2008.</p> <p>And with claims companies taking between 20 and 50 percent of your compensation just for filling out the form - it's easy to see why it was a pie so many entrepreneurs wanted a piece of.</p> | <p>On the counter, a pile of money that represents £35bn.</p> <p>Dom turns to a different camera for this 'aside'.</p> |
| | <p>Say what you will about the ethics of these claims companies - they kept an estimated (XXXXX) people in work, with food on the table.</p> <p>(No doubt just as the phone rang...)</p> <p>And if we release all of the PPI cold callers into the wild all at once, our streets will be flooded with them - approaching people at random and asking annoying questions about our lives.</p> <p>To make sure that doesn't happen, I've drafted in some of the UK's top recruitment agents.</p> <p>Now we just need to find some soon-to-be-ex-cold-callers in need of our help.</p> | <p>Reveal: Dom's in a call centre with a load of recruitment agents.</p> <p>Dom puts on a head-set, sits down at his desk, and starts making calls.</p> |

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| | <p><i>(COLD CALL MONTAGE - OPENING LINES)</i></p> <p>** Have you been mis-sold a job as a PPI call handler?</p> <p>** Were you expecting a job for life, only to have the rug pulled out from under you?</p> <p>** Has your career experienced a trip or fall, anywhere? Even one that you thought was your fault?</p> <p>** Our records show you've been making your money in a dying industry - can I interest you in a new role?</p> | <p>Montage of Dom making calls to those working in the PPI Claims industry.</p> <p>(Names and Job Titles gathered using LinkedIn, phone numbers using directory enquiries).</p> |
| | <p><i>(WHEN ACTUALLY TALKING TO PEOPLE)</i></p> <p>** You've got experience saying the same thing over and over again - fancy coming round to read the Gruffalo to my kids? I can't hack it another 25,000 times...</p> <p>** You're highly experienced at cold calling - ever considered REALLY cold calling? There's a call centre in the Arctic Circle I hear are looking. Rent's pretty cheap up there.</p> <p>** Persistence, resilience, and an inability to understand just how hated you are. Have you thought about a career as a Chugger?</p> <p>** Traffic Warden?</p> <p>** Estate Agent?</p> <p>** MP?</p> <p>** Banker?</p> <p>** Used Car Salesman?</p> <p>** Door to Door Door Salesman?</p> <p>** Door to Door Piers Morgan?</p> <p>** Game of Thrones Writer?</p> <p>** Are you sure you don't want to be an Estate Agent? I really do think it'd be a great fit.</p> | |

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| | <p><i>(WHEN ONE FINALLY SHOWS SOME INTEREST IN A ROLE)</i></p> <p>** Great - and are you ok with me taking up to 50% of your wages if I can find you that role?</p> <p><i>(ENDING THE MONTAGE)</i></p> <p>** Lots of 'Hellos?' - and having the phone slammed down on him.</p> | |
| | <p>Wow. Now I know how they all must feel...</p> <p>If I wanted to find a way to really help the PPI claims callers - I was going to need a man on the inside to help me reach them.</p> <p>Luckily (NAME), the (CEO) of claims company (COMPANY) was one person who <i>did</i> return my calls.</p> <p>(To recruiters) I'm going to chat to (NAME), you see if you can help the team.</p> | Cut to: Dom and his team of hot-shot recruitment agents outside company. |
| | <p>(Q) Why do you think the PPI claims industry became so huge?</p> <p>(Q) Was anyone ever just 'sold' PPI, rather than mis-sold it?</p> <p>(Q) Why were we responsible for finding out if we were owed PPI? Why weren't our banks simply told to check themselves and contact us directly?</p> <p>(Q) What's been the biggest payout so far?</p> <p>(Q) What really happens the day after the claimslines close? Is that it? You just switch the lights off and all head off into the sunset?</p> | IV with a senior figure from a well-known PPI claims company. |

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| | <p>(Q) How many staff work here at (COMPANY)?</p> <p>(Q) How many have already found other work?</p> <p>(Q) And what about you?</p> | |
| | <p>Our team of hotshot recruitment agents have been here all afternoon - but have they managed to make a difference?</p> <p><i>(3 x lines of sync from claims handlers who didn't have new jobs lined up - telling us whether or not they'll feel more hopeful after today.)</i></p> | <p>Shots of the mini 'careers-fair' taking place in the office.</p> |
| | <p>Well that's it for the PPI Claims Industry. And whatever these guys end up doing next - it's finally the end of all those unsolicited calls.</p> <p>(PHONE RINGS)</p> <p>(INTO PHONE) What's that? No - I haven't been in a road traffic accident in the last 5 years. No - look, this isn't the best time...</p> | <p>Dom walks out of the office he's just been in, and places a closed sign over the doors.</p> <p>(DOM'S PHONE RINGS, HE ANSWERS)</p> <p>Fade to black - and then a final text graphic appears in white:</p> <p style="text-align: center;">RIP PPI 29th August 2019</p> |