

"WHERE TO START" TV Script

OVERVIEW

In this commercial, the viewer will see a number of different people. Some are famous, some are not. But they're all full of confidence. As we listen to the friendly announcer, we see quick scenes of these people, living their life with as much confidence as possible.

SCRIPT

VO: **He has it.** [Conductor lifting the baton.]

She has it. [Female rock star crowd surfing.]

Your 92-year-old grandmother has it. [Cool grandma: "Honey, I was born with it."]

This guy definitely has it. [Street performer]

She wants it. [Mid-life crisis.]

He wants it. [Girl taking a selfie.]

She's working on it. [Getting ready to skydive.]

She used to have it. [Jennifer Lawrence at the Oscars 2013]

Until she lost it. [Jennifer Lawrence stumbling.]

Wait, it's back. [Jennifer Lawrence getting her Oscar.]

Still working on it. [Getting ready to skydive.]

Hoping for it. [Getting spray tan.]

Too much of it? [Swimming with sharks.]

Finally found it. [Jumped out of the plane.]

In case you were wondering, I have it. [Camera flips around to the VO talent.]

Confidence. [Beyonce in "Lemonade."]

You can't buy it. [Infomercial.]

You can't fake it. [Manspreading on public transportation.]

But you can start to build it. [Little girl dancing to Aretha Franklin.]

Inch by inch. [Car inching into a parallel parking spot.]

Step by step. [Dog cautiously stepping forward on a diving board.]

And now, click by click. [Laptop featuring onUp.com.]

Start building your financial confidence, at onUp.com. [Laptop featuring onUp.com.]

onUp.com. Confidence starts here. [Skydiver's POV as they float down to the ground.]

TITLE: Start building yours at onUp.com.

ALT END VO:

Join the movement at onUp.com and build your financial confidence.

Join the movement that builds financial confidence at onUp.com.

onUp.com. Join the movement and start building your confidence.