

Concept 1

Take the “if” out of life

We open on a woman at home, finishing up her work and getting dinner ready.

WOMAN: Every day we plan for life’s little what ifs.

WOMAN: What if I didn’t hit send?

Quick cut to her mental image of an email sitting in the outbox. She pauses the dinner prep and opens the laptop to check it’s gone.

WOMAN: What if it rains?

Now the woman is about to set the table outside. She imagines swirling storm clouds. And a tropical downpour. She moves all the stuff inside, just in case.

WOMAN: What if they’re late?

She checks the timer on the oven. She imagines dinner burnt to a crisp. She turns down the temp on the oven.



Concept 1

Take the “if” out of life *cont’d*

WOMAN: What if I’m late?

She glances at the calendar and freezes. She imagines a positive pregnancy test. She sees kids’ artwork on the fridge.

WOMAN: But the one thing we don’t plan for is what if we’re not here?

We cut to the woman sitting at home surrounded by signs of her family and loved ones that depend on her, framed pictures, and general clutter of family life. She speaks to the camera.

WOMAN: Life insurance from Jenny Life can help take care of the what ifs when you’re not there.

For a dollar a day you can be covered for up to half a million dollars.

End frame: Jenny life Logo and URL and CTA.

VO: Simply visit [jenny life dot com](https://jenny.life) to get your policy in minutes.

