

# The Hartford

## Industrial

**SPECS:** First instincts are female, but open to male. Someone very precise in their speech.

Articulate. Careful pronunciation. Age 35 to 55.

In the movie the narrator's accent make her sound very professorial without being too cold. The narrator finds these facts and details interesting and at times mildly fascinating. That would be direction on tone as a start for the read.

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## DRIVER DIAGNOSTICS SCRIPT

VO:

Meet Greg...contractor and van driver.

Who is driven, in everything he does, by data.

On average, he consumes 408.5 cups of coffee.

And burns 1,960 gallons of fuel.

Yesterday, he turned sharply once to avoid a pothole.

And once to avoid a man shaving in his car.

Greg hit the brakes 348 times.

Stomping them hard eight times in traffic.

Hitting them once for a 56-minute lunch.

He then proceeded to take <sup>6</sup>bite each minute.

Chewing 20 times each bite.

Afterwards, he floored the gas once because he was running late.

Which was six fewer times than one year ago.

Every day, FleetAhead works with fleet managers,

risk managers and others in the company

who use telematics data like this to help

drivers make better, and safer choices.