

HAVAS  
LYNX

Client: timeTo Film - 30 seconds

"Conference call" Version 2.1

Script: We open in an conference room, 8pm.  
A male Account Director, a female Account Manager  
and a young male Creative sit huddled around a phone.

The Account Director shuffles in even closer to the  
Account Manager. *Stay where he is*

As the call ends and the Account Manager hangs  
up, the Creative stands but the Account Director  
stays uncomfortably close. *Have him stand up too*

AM: I can't believe how well that call went.

AD: I know, the client loves you.  
What did you do? Sleep with him? *No, reword!*

As they both stand, he slips his arm around her  
and squeezes her waist. *Don't do this*  
She recoils, quietly stunned.

The Creative see's this but says nothing. *Add in dialogue here*  
as the Account Director winks and leaves the room,  
laughing to himself. *Smiles*

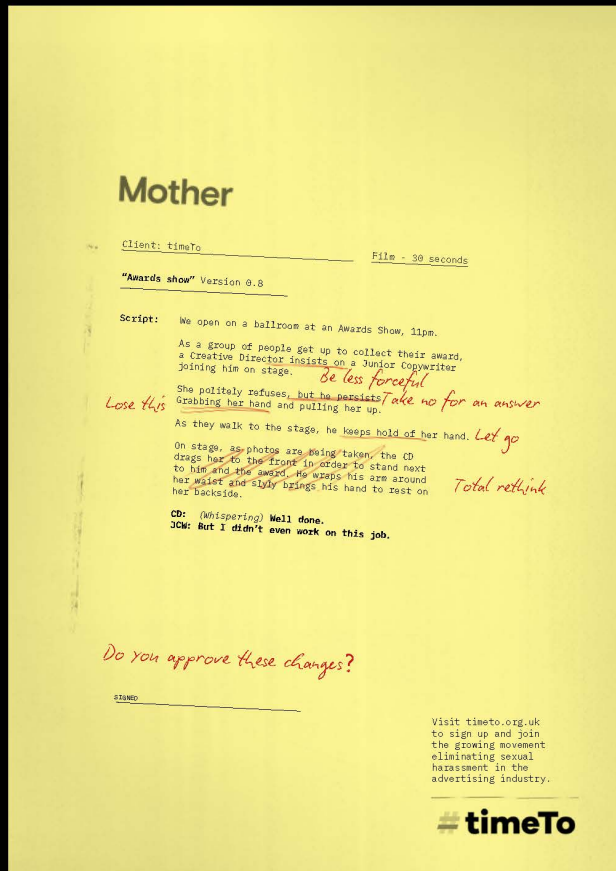
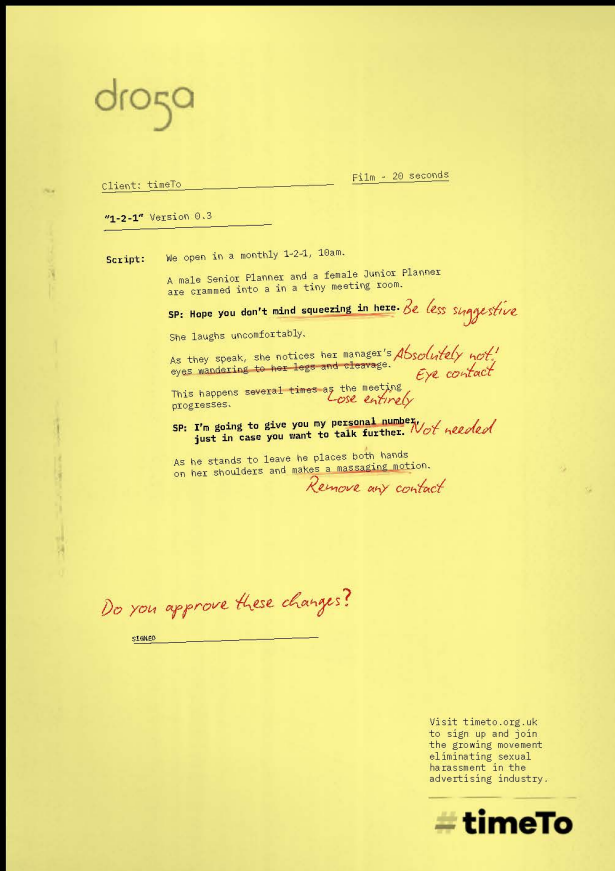
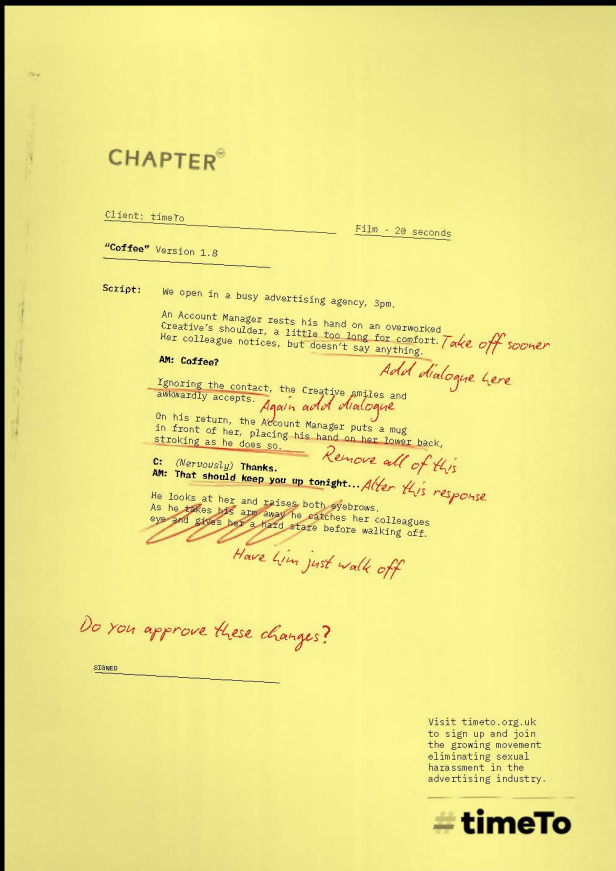
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*Do you approve these changes?*

SIGNED \_\_\_\_\_

Visit [timeto.org.uk](http://timeto.org.uk)  
to sign up and join  
the growing movement  
eliminating sexual  
harassment in the  
advertising industry.

#timeTo



Approve these changes

Eliminating sexual harassment is a change that our industry cannot push back on.

Using real life testimonials, our idea is to write examples of workplace sexual harassment as advertising film scripts, annotated with positive 'changes' for senior approval.

Intended as targeted press to non-signatory agencies in publications such as Campaign and The Drum, this authoritative, action orientated campaign will highlight the issue's prevalence, demonstrate what positive change looks like and demand a signature in a format the industry will instantly recognise.

This is highly campaignable as the 'scripts' can be adapted to any example of workplace sexual harassment.

Within each 'script', other objectives will be addressed such as encouraging witnesses to come forward and compelling a complete and total culture change.

Our CTA empowers agencies to pledge their name to timeTo, and once signed, that agency's ad stops running.