

In this spot for Colonial Life, you're upbeat, warm and folksy. (Do not read the italicized descriptions.)

Colonial Life TV :30

Intro. Sheryl in car, Kingman water tower

V-O: In Kingman, Arizona, folks know this is your guy for transmissions.
(Main Street, transmission guy)

V-O: *This* is your guy for clogged drains. *(Plumber)*

V-O: And for help understanding your employee benefits choices, well,
Sheryl's your guy. *(Break room)*

V-O: She's from Colonial Life. And she meets one-to-one with folks,
at work. *(Trucker)*

V-O: To make sure they get benefits that fit them best — and protect the
things they care about most. *(Teacher)*

V-O: Want the best benefits a working guy can get? *(Construction site)*

V-O: See Sheryl—or any of our Colonial Life guys.

Sheryl driving off into sunset (super logo & tagline)