



SCRIPT GUIDE

TELEVISION ADVERTORIAL COMMERCIAL UNDER THE THEME
"WHEN THE SIU WORKS"

BACKGROUND

The Special Investigating Unit requires the assistance of a service provider for the production of a Television Commercial highlighting the good work done in the NSFAS investigation, the TVC should positively speak to the systemic recommendations of the SIU that are reforming governance systems in the administration of public service.

OBJECTIVE

To positively showcase the work of the SIU around the NSFAS investigation highlighting the NSFAS Investigation in the past 5 years returned 2 billion rands into the fiscas. The 2 billion rands returned is enough to fund over 6000 professionals. **SEE TABLE FOR BREAKDOWN OF FIGURES.**

INFO

USAGE FEES

- QUOTE ON A 1-2 YEARS USAGE LICENSE
- TVC WILL BE USED ON SOCIAL MEDIA AND TRADITIONAL MEDIA

SIU EXPECTATIONS •

We expect the successful service provider to run the production from end to end alongside our internal multimedia producer.

LANGUAGE TO USE IN THE TVC •

English should be the main language, vernac can be used to enhance the story. Vernac languages can be the secondary.

ACCESS TO B-ROLL & ARCHIVES •

We can provide limited access to our archives for B-roll – please reenact any scenes necessary, however some events we will provide archives.

PROVISION OF PRODUCTION FILE •

Please provide a production file of the whole production.

CUTDOWNS OF THE COMMERCIAL •

- 1x 15 seconds version
- 1x 30 seconds version
- 1x 1 minute version

TECHNICAL SPECIFICATION •

4K Resolution of all content
With both 9:16 and 16:9 aspect ratios observed

LOCATIONS

Any location in the borders of SA is permissible.

CORE THEMES THAT INSTANTLY CONNECT

1. TRUTH COMING TO LIGHT

- **Hidden corruption → exposed**
- **Files opened, secrets uncovered**
- **The feeling of “you thought you got away with it... but not anymore”**

Imagery:

- **Light cutting through darkness**
- **Dusty files being opened**
- **Redacted documents slowly revealing names**
- **A flickering light turning fully on**

2. Accountability & Consequence

- **Actions have consequences — no matter your power**
- **The fall of untouchable figures**

Imagery:

- **A powerful figure’s silhouette cracking or dissolving**
- **Handcuffs closing (subtle, not cliché)**
- **A luxury office slowly emptying out**
- **A chair spinning in an abandoned boardroom**

3. Following the Money

- **SIU is known for tracing corruption through financial trails**

Imagery:

- **Money flowing like water → then freezing**
- **Digital transaction lines mapping across SA**
- **Cash turning into evidence tags**
- **Bank statements morphing into case files**

4. The People vs Corruption

- **SIU isn’t just a unit— it represents *the public fighting back***

Imagery:

- **Everyday South Africans (plumber, nurse, town planner)**
- **Faces looking directly into camera**
- **Communities contrasted with corruption damage (broken infrastructure, empty clinics)**

5. Restoration & Justice

- **Not just catching criminals – *recovering what was stolen***

Imagery:

- **Money flowing back into communities**
- **Lights turning on in a clinic/school**
- **Construction restarting**
- **A child walking into a functional classroom**

6. Relentless Investigation

- **SIU as quiet, methodical, always watching**

Imagery:

- **Close-ups of eyes observing**
- **Surveillance-style framing**
- **Investigators working late nights**
- **Files stacking up → then resolving**

STRONG VISUAL METAPHORS

Powerful for a cinematic TVC:

- **Cracked tar road repairing itself → corruption reversed**
- **Load shedding darkness → lights coming back on**
- **Water dripping from a leaking pipe → suddenly sealed (waste stopped)**
- **Burning documents → reverse burn back into evidence**
- **A calabash (Imbiza) cracked → slowly restored overtime in the story**

STONE & STYLE

Minimal dialogue

Strong sound design (before = chaos, after = harmony)

Natural light shift (cold → warm)

Real SA textures (townships, cities, clinics, roads)

TONES OF THE COMMERCIAL

1. SERIOUS

Think:

- *Slow, heavy, dramatic*
- Voiceover: calm, authoritative
- Feels like a thriller

2. HOPEFUL + RESTORATIVE

- Starts dark → ends in light
- Focus on impact, not fear
- “We are fixing this”

3. SHARP + UNCOMPROMISING

- Bold messaging
- Direct confrontation of corruption
- Almost documentary-style realism

TVC CONCEPT TAGLINE

“Nothing Stays Hidden When The SIU Works”

- Opens on everyday corruption moments (subtle, not dramatic)
- Cut to invisible threads connecting everything
- Threads lead to SIU investigators
- Final shot: threads snap → systems reset

End line:

“We see what’s hidden.”