

1. TRANSPORTATION (OPERATOR SAFETY)

1-1 EXT. KARTING CLUB - DAY

Amaury gets in a karting club with a couple of friends.

INT. LOCKER - DAY

One of the friends puts his jacket on a hanger. The other changes his shoes.

Amaury pulls out a yellow safety mono suit. One of the friends looks bewildered.

CLOSE UP: Amaury zips up.

1-2 EXT. KARTING TRACK - DAY

Slow motion: The gang approaches the karts standing-by.

CUT TO:

1-3 EXT. KARTING TRACK - DAY

All racers are in their kart. Amaury puts a safety belt on. And a second one. And a third one. One of the friends looks surprised. The second friend puts a cap on, then looks at Amaury. friend looks at Amaury. His face says "I have better". Amaury then puts a yellow worker's safety helmet.

The stop light turns green. All the cars go full speed... except Amaury's, who goes snail pace. He is serenely cruising down the track

PACKSHOT

"You never do enough for your safety".

2D POP ANIMATED SEQUENCE

2D sequence on safety in transport and operators.

PACKSHOT

"Safety, Step Up The Standard".

## 2. STORED ENERGY

2-1 INT. RESTAURANT / LOUNGE - DAY

In a private lounge, a birthday party takes place.

Amaury is talking with a friend. Suddenly his attention is grabbed by people cheering. Through the midst of the crowd, he sees sparkles. He is bewildered.

Amaury pulls out from his pocket a yellow safety jacket, and in one swift move puts it on. He breaks the emergency glass of a nearby extinguisher container.

He grabs the extinguisher. He pulls the safety trigger. He rushes through the crowd. As he shoots away in order to extinguish the sparkles, we realise it is a birthday cake with sparkling candles. White foam jets everywhere.

FREEZE FRAME

PACKSHOT

"You never do enough for your safety".

2D POP ANIMATED SEQUENCE

2D sequence on safety and stored energy.

INT. RESTAURANT / LOUNGE - DAY

The guests are astonished and covered with white foam.

PACKSHOT

"Safety, Step Up The Standard".

### 3. TRANSPORTATION (PEDESTRIAN)

#### 3-1 INT. SUPERMARKET - DAY

In an alley, Amaury is shopping for his groceries. A janitor is cleaning the floor. A customer on the phone in a hurry passes Amaury, pushing his shopping cart. Soon, the customer inadvertently knocks over the soapy water bucket of the janitor, which spills all over the floor, making it very slippery. But no one notices... Except Amaury.

On the other side of the aisle, another customer, in a business attire, is lost in thoughts. He walks closer and closer towards the slippery soapy water, unaware. He is about to walk in it, danger in sight. Amaury rushes towards a bag of white flour. He rips it open quickly.

#### SLOW-MOTION:

In a dashing move, he casts the flour, flying through the air, landing on the puddle. The flour mixes with the water, making it a safe zone to walk on. The flour covered customer, is now safe.

#### PACKSHOT

"You never do enough for your safety".

#### 2D POP ANIMATED SEQUENCE

2D sequence on safety about transport and pedestrians.

#### ENDING PACKSHOT WITH APM TERMINALS LOGO ANIMATION

"Safety, Step Up The Standard".

#### 4. SUSPENDED LOADS AND LIFTING

##### 4-1 INT. GYM - DAY

A busy gym room with different work out machines. Amaury appears at the door step in a work-out attire. A muscular man is lifting weights at the lat row machine, but it is too heavy for him. Amaury comes to him, and motions him to stop. Amaury lowers the weight threshold of the machine. The man resumes his session, able to complete the exercise.

In a corner of the room, a series of boxing bag chained to the ceiling.

Amaury grabs a chair that he sets right next to one of the bags. A man busy on the next bag over throws an inquisiting look. Amaury climbs on it and starts to check meticulously the metal attachment between the bag and the ceiling.

He then checks the chain itself. He climbs down. He then grabs the bottom of the bag and checks its weight. After satisfaction he drops the bag, and raises his fist in front of his face. After a moment of concentration he starts to jab .

##### PACKSHOT

"You never do enough for your safety".

##### 2D POP ANIMATED SEQUENCE

2D sequence on safety and suspended loads and lifting.

##### PACKSHOT

"Safety, Step Up The Standard".

## 5. CONTROL OF CONTRACTORS

### 5-1 EXT. HOUSE /DRIVEWAY - DAY

A man appears in front of a house, tool box in hand. Behind him, a van is parked, on which we can read "Electrician". The main part of the house is located behind a well-manicured garden surrounded by a path giving access to the front door. To save time, the electrician starts to walk on the grass, bypassing the path. As soon as his feet touches the grass, a hologram of Amaury appears. Amaury shakes his head and points towards the path. The electrician sighs, and takes the path to walk to the house.

### 5-2 EXT. HOUSE / FRONT DOOR - DAY

The electrician, struggling with his tool box arrives in front of the door. Next to the handle is installed a magnetic card reader. He puts his hand on the handle, but as soon as he tries to open, the hologram appears again. Amaury says "no" with his finger.

The electrician rolls his eyes, and pulls a magnetic card out of his jacket. He swipes on the card reader. The door bell rings and the door opens. Behind the door appears Amaury. The electrician goes to walk pass Amaury, but Amaury stops him, and grabs his toolbox. He checks that he has the right tools. Satisfied, he nods and lets the electrician in.

### 5-3 INT. LIVING ROOM - DAY

The electrician works bare hand on a wall electric switch with stripped wires. He is about to cut a wire when the hologram interrupts. Amaury says no with the finger. He is next to a fuse box, and motion switching off the fuse box. The electrician understands.

CUT TO:

### 5-4 INT. HOUSE / FUSE BOX - DAY

The electrician pulls the lever to switch off the fuse box.

The hologram reappears, Amaury smiles at the electrician, satisfied.

FREEZE FRAME - PACKSHOT

"You never do enough for your safety".

2D SEQUENCE ANIMATION ON SAFETY AND CONTROL OF  
CONTRACTORS.

PACKSHOT

"Safety, Step Up The Standard".

## 6. WORKING AT HEIGHTS

6-1 INT. HOUSE - EVENING

It is Christmas time. We are in a cosy house. In a corner, a fire in a fireplace is warming up the house. Next to it, we can see a huge unfinished Christmas tree surrounded by wrapped gifts.

Amaury stands in front of the tree, observing.

Amaury's point-of-view: The star on the top of the tree is missing.

In his hand, Amaury holds the missing star. He nods.

In a series of jump cut shots, he equips himself with fall protection safety equipment, harness and life jacket. He puts a ladder up against the tree, and gets ready to climb.

Extreme close-up: Amaury's hand appears in frame, setting the star on the top of the tree, which lits up at the same time.

PACKSHOT

"You never do enough for your safety".

2D POP ANIMATED SEQUENCE

2D sequence on safety about working at heights.

PACKSHOT

"Safety, Step Up The Standard".

## EXPLICATIVE NOTICE

### TRANSPORTATION (OPERATOR SAFETY)

What is interesting in this episode is to link environment APMT's regulated environment and a the regulation of a karting track complex. Here, Amaury is over-equipped. The fact that he does not go pedal to the metal, means he respects speed limitation, and is not careless.

### TRANSPORTATION (PEDESTRIAN)

This spot targets two goals regarding pedestrian safety. We symbolize the on-site potential accident with the puddle. There is a double-threat: 1- the danger of carelessness transforms the zone into a danger-zone for the pedestrian; 2- a person using means of telecommunication in a non-authorized zone, puts himself/herself in danger as well as other workers.

### WORKING AT HEIGHTS

The tree symbolizes working at heights. Before Amaury climbs up, he has the good reflex: he equips himself the same way he would in order to work at heights at APMT, which makes it a funny scene. In this movie we symbolize the fact of always using proper equipment, that might seems over-done for workers, but that really is not. This movie puts forward an Amaury that over-equips himself to accomplish a simple task, in a humorous fashion. The Christmas tree symbolizes the elevation. To reach that highest point, Amaury is going to use all safety tools in order to reach his goal. It is a funny way to transpose a classic family scene into a daily safety work practice.

### SUSPENDED LOADS AND LIFTING

The spot is about systematic safety checks. We symbolize action of activity control required by APMT. We apply the meticulousness of APMT's safety checks to a work out routine. We symbolize in an off-beat way suspended loads and lifting by the weights machines using a similar mechanical system. Once all the safety checks have been done, Amaury is ready to complete the task.



## STORED ENERGY

In this spot, the sparkles represent the stored energy. Amaury sees in the sparkles a faulty source, and tries in the emergency, to switch it off. What is interesting in this video is that we shine a light on APMT's personal's sensitivity, and that the worker is able to react under any circumstances. Access to emergency safety equipment is also represented.

## CONTROL OF CONTRACTORS

The magnetic card symbolize the different control linked to the profession, as well as access control.

In all those videos, we apply a humorous approach. We focus around a comic action applied by Amaury, who's biggest default is to be too preemptive. In his daily life, Amaury uses common safety procedures that he applies at APMT.