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INSTAGRAM / TIKTOK REEL TEMPLATE

Concept: This video reel will educate pet owners on the importance of being prepared for unexpected veterinary costs with pet insurance.

Tips:

- ★ Make sure the footage is clear and well-lit
- ★ Use a light hearted tone, to keep the viewers engaged
- ★ Don't forget to add music to make the reel more memorable!
- ★ Remember to get permission from the pet owner before taking and sharing footage

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1ST SHOT: Hooking the viewer!

Footage: Cute furry animal!

First caption: "3 unexpected veterinary expenses"

Second caption: "(and why you need pet insurance!)"

Talking points:

- As a pet owner, you want the best for your furry friend. But unexpected accidents or illnesses can happen at any time.
- That's why pet insurance is so important.
- By getting pet insurance before you need it, you can be prepared for any unexpected medical emergencies that may arise.

2ND SHOT: Common unexpected expenses

Footage: Show a range of items on a table that are commonly removed during foreign body removals - a sock, hair ties, toys, etc, and talk to the camera.

Captions [to show at different points during the clip]

"1) Foreign body removal"

"2) Out of hours consults"

"3) Diabetes"

Talking points:

- Number one - if your dog or cat swallows something they shouldn't (like a sock, or hair tie!) and requires a foreign body removal, the cost can be up to £3,120.
- Number two - out of hours consultations can cost £200 - and that's before treatment or diagnostics are considered.
- And number three - if your pet develops diabetes, you can expect to pay £120 a month for medicine for the rest of their life. It's important to note that insurance policies don't cover pre-existing conditions, which are illnesses or injuries that were diagnosed before you got the insurance policy. That's why it's helpful to ensure your pet while they are young and healthy, where possible.

3RD SHOT: Call to action

Footage: Playing with a healthy, happy pet

Caption: "Get insurance!"

Talking points:

- Setting money aside for your pet, and getting pet insurance, is critically important.
- The last thing you want to worry about when your pet is having an emergency is money.
- When choosing an insurance policy, read the terms and conditions carefully to ensure that you have the coverage you need. Different policies may have different exclusions, so it's crucial to understand what is and isn't covered.
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