



Rick Snyder
“One Tough Nerd”
Super Bowl Ad
Audio/Visual Transcript

AUDIO	VISUAL
Michigan has tried “career politicians.” We’ve tried “happy talk.”	Head shots of various politicians, police chiefs and more including Kilpatrick, Bernaro and Granholm
And we’re fiftieth out of 50. Dead last.	Sepia colored shots of run down Detroit (typical photos) including Trading Co., neighborhood and skyline
Rick: It’s time for a nerd. Type on screen: “It’s time for a nerd.”	Rick sitting in a chair in a formal living room, nice but understated décor.
Growing up in Battle Creek,	Snapshot of his house, small white bungalow with red trim.
Rick Snyder started reading Fortune Magazine... at the age of eight Type on screen: “Started reading Fortune Magazine when he was eight”	Head shots and pictures on him as a child. One in just a t-shirt, one in a suit with nerdy glasses.

<p>By 23, he completed college at the University of Michigan and his MBA and his Law Degree</p> <p>Type on screen: At 23, completed college & MBA & Law Degree</p>	<p>Head shot of him in college sticking out his tongue and other nerdy college photos</p>
<p>Rick Snyder is a very bright entrepreneur</p> <p>Type on screen: Entrepreneur</p>	<p>Rick Snyder talking on an office phone</p>
<p>Who happens to adore Michigan</p> <p>Type on screen: Adores Michigan</p>	<p>Rick Snyder standing in front of a foosball table</p>
<p>Rick: “But we can’t just fix it. We need to reinvent Michigan.”</p>	<p>Rick Snyder sitting at the end of a board room table, business casual</p>
<p>As president, he grew Gateway Computers</p> <p>Type on screen: “Grew Gateway Computers”</p>	<p>Pan over cover of a newspaper/magazine with headline “Growing of a company”</p>
<p>He’s nurtured innovative companies to grand success</p>	<p>Shots of different people in front of science/tech equipment</p>
<p>And has grown thousands of jobs</p>	<p>Pan over newspaper article “Paved with Goals”</p>
<p>In Michigan and across America</p> <p>Type on screen: “Thousand of Jobs”</p>	<p>Pan over fronts page of 2001 Battle Creek Enquirer article “Overachiever in triumphant return”</p>

<p>His ten point plan to reinvent Michigan is so detailed, that, well, it's likely no politician could even understand it.</p> <p>Type on screen: "Read Rick Snyder's Plan at RickforMichigan.com"</p>	<p>Rick typing on his computer with his 10 point plan on screen, wife on computer next to him</p>
<p>Rick: "But it's the way to finally save our state."</p>	<p>Rick turns to the camera. Wife turns to the camera and smiles.</p>
<p>Rick Snyder for Michigan. He's one tough nerd.</p> <p>Type on screen: Rick Snyder for Michigan Governor. (Green:) One tough nerd; Paid for and authorized by Rick Snyder for Michigan Committee</p>	<p>Rick Snyder standing in front of a wall with picture frames of money. Wearing a sweater.</p>