

## VOICEOVER

At Liberty Mutual, we're passionate about innovation. We want a culture where groundbreaking ideas are constantly being brought to life ... so we can keep on improving our customer experience.

That's why there's Springboard! Springboard is the place where ideas launch at Liberty Mutual.

The way it works is simple: We post a challenge on the Springboard forum ... and then you brainstorm ways to solve it.

You don't even have to submit an idea to join the fun. You can help out just by commenting on the ideas ... or voting on them.

We even offer prizes for the top solution.

But you know what the best part is? It's that you might contribute to our company's next big innovation!

So jump on Springboard, get inspired ... and help Liberty Mutual stay ahead of the competition.

Springboard. Where ideas launch.

## VIDEO

LM logo lands full screen on light, outdoorsy background. Logo shrinks down to become a seed, which then drops into soil. A watering can appears, then tilts to shower the seed. A new plant grows out of the ground and into a coiled light bulb (which resembles a spring). Light appears.

Coiled bulb compresses and springs up. A light flashes, revealing the Springboard logo above it. Springboard logo then goes full screen. The tagline appears. Springboard logo moves to corner bug.

A Post-it note appears, with "Challenge" written on it. A thinking man and woman appear. Then many appear to populate the screen. Coiled light bulbs begin to appear overhead randomly.

Thumbs-ups appear around screen. One bulb grows larger on screen.

Cash sign, award certificate, blue ribbon.

Past logos, followed by coiled light bulb. (soundtrack applause)

Bulb springs to reveal Springboard logo and tagline.