

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, converging towards the top of the frame against a cloudy sky. The perspective creates a sense of height and scale. Two streetlights with glowing orange-yellow bulbs are visible in the lower left and lower right corners, adding a sense of being on a city street.

CBIZ Campaign

Luke Strother

Humor Realm

Take *the Busy* out of Business

CBIZ doesn't just manage your finances. We're the experts in taking ***the busy*** out of business to help your business operate most efficiently.

Cooler Scooter :15

Open on a man in a suit riding a motorized cooler down the street.

VO: Timothy owns a successful business.

Cut to Timothy rounding a corner on his motorized cooler.

VO: And with CBIZ professionals handling his taxes, audits and advisory services...

Cut to Timothy on his motorized cooler waving to one of his neighbors.

VO: He gets to do what he was made for.

VO: Take the busy out of your business needs with CBIZ's professional services.

ENDCARD: CBIZ. Insights that impact.

SUPER: Zoomed out shot of Timothy riding his motorized cooler slowly.

Reference:

Troy-Bilt: Making Yard Work the Best Work



Tour Guide :30

Open on 4 tourists in a park with a tour guide.

TOUR GUIDE: Welcome, folks. Today, we'll be exploring the challenges CBIZ helped their clients conquer. If anyone has any questions at all, I'm just a hand raise away.

Cut to the group walking and coming to a stop at their first location which is a group of people having a picnic.

TOUR GUIDE: Here, we have Gibson LLC. Last fiscal year, they needed help with their local taxes. CBIZ stepped in, and now their only worry is *who brought the charcuterie?*

Tourists nod and look amazed.

Cut to a businesswoman painting at a lake painting.

TOUR GUIDE: Lookie here. She founded a business and CBIZ gave her professional tax advice.

TOURIST: And the parrot on her shoulder?

TOUR GUIDE: He's the face of the company.

VO: At CBIZ, our team of experts takes the busy out of your business.

ENDCARD: *CBIZ. Insights that impact.*

Reference:

Progressive: Becoming your parents



Always Working for You

Even when you're not at the office, you're always working. And since CBIZ has over 10,000 team members in 21 major markets, you'll always have experts working for you too.

Retail :15

Open on two female CEO's standing in a high-end clothing store.

AMY: With over 10,000 team members at CBIZ, my business thrives no matter where I am.

Cut to a mannequin that's an actual person. They're holding a stack of papers.

AMY: Look! She handles everything from data analytics to federal taxes.

JEN: I do really like that sweater.

Cut to Jen walking to the mannequin and inspecting the sweater closely. The mannequin gives her strange looks.

VO: Even when you're not working, CBIZ's team of professionals are always working for you.

ENDCARD: CBIZ. Insights that impact.

Reference:

Wells Fargo: Know your FICO score



Beach :30

Open on two CEO's sitting on a beach house balcony.

GREG: It's so nice knowing my business is in good hands with CBIZ.
With over 10,000 team members in 21 major markets, my business thrives no matter where I am.

Cut to a man using tax documents to pick up seashells.

GREG: See, he does my taxes.

Cut to a woman fishing from the shore with a huge fish on the line and she's on the phone.

GREG: She handles my audits.

Cut to a man building a huge sandcastle of a laptop.

GREG: And he's my insurance guy. What a great team.

PAUL: What about the lady digging a hole?

GREG: She's just a local who wants to dig to China.

VO: Even when you're not working, CBIZ's team of professionals are always working for you.

ENDCARD: CBIZ. Insights that impact.

Reference:

AT&T: Gossip



Expect to Win

Not having the right partner in your business's financial journey can make or break your success. But with CBIZ's trusted team of professionals, you can expect to win.

Golf Tournament :15

Open on 4 people standing on the green of a golf course. One player is taking a practice putt.

JEFF: (interrupts player) **Hey, Bob. With CBIZ's team of professionals, they deliver solutions that actually help your business.**

BOB: **Would you keep quiet! This is for the win!**

JEFF: **They even know a thing or two about technology!**

Cut to Bob hitting the putt. We watch the ball miss the hole tremendously.

VO: **With CBIZ's team of professionals, you can expect to win.**

ENDCARD: CBIZ. Insights that impact.

Reference:

Ryder Ad with Sam Ryder



BANDY :30

Open on 2 people standing around at a tennis court.

RANDY: I hope you know what you're doing, Bill. My reputation depends on this match.

BILL: Now Randy, I wouldn't call myself a pro, unlike the team at CBIZ.
Taxes, audits, insurance - I've never been happier with my business.

VO: Now on the court. Team BANDY?

RANDY: I'm counting on you.

Cut to a quick montage of Bill completely missing the ball, tripping, then getting hit in face with the ball.

BILL: AHHHH! My nose job!

RANDY: Yeah, the CBIZ pros would've been better.

VO: With CBIZ's professional team here to assist on all of your business needs,
you can expect to win.

ENDCARD: CBIZ. Insights that impact.

Reference:

Michelob Ultra: The ULTRA hustle



Manifesto Realm

Make the Most of Your Business

CBIZ caters their services to suit your business needs, so you can focus on what really matters to make the most of your business.

Workout :15

Open on a CEO in a workout class.

VO: The morning sweat.

Cut to the CEO talking on the phone outside of the class.

VO: The phone call.

Cut to the CEO sitting at a table eating lunch with colleagues.

VO: The conversation over lunch.

The CEO pulls out an ipad showing his colleagues a graph skewing upwards, visualizing success. The colleagues cheer in celebration because this is what they've been working for, and they just hit their goal!.

VO: With CBIZ's professional team covering everything from taxes to investments.

You can focus on what really matters to make the most of your business.

ENDCARD: CBIZ. Insights that impact.

Reference:

Crunch Fitness



Routine :30

Open on a CEO sitting in their car stuck in traffic. They see a balloon that says TAXES.

VO: The morning drives to the office.

Cut to the CEO at the lunch table on a restaurant patio. They see a balloon that says AUDITS.

VO: The lunches with colleagues who always have a good time.

Cut to the CEO sitting upright in bed reading a book. They see a balloon that says INSURANCE.

VO: The bestseller that puts you to sleep.

The CEO puts their novel down and lays with their eyes open.

VO: But you're always left wondering: IS MY BUSINESS REACHING ITS FULL POTENTIAL?

The CEO gets out of bed and makes their way out of the room.

VO: From taxes, to audits, to insurance, CBIZ caters every service to best suit your business.

Cut to the CEO sitting at the dinner table, and we see a few balloons in the background.

VO: Because when we see room for growth, we make the most of your business.

The CEO opens their laptop revealing the CBIZ website, and the balloons float away.

ENDCARD: CBIZ. Insights that impact.

Reference:

Ouigo: Traffic Jam



Driven by Solutions

At its core, CBIZ is driven by solutions. They approach every business need with forward-thinking insights and a team of experts.

Dollar Bill :15

Open on a hundred dollar bill walking down the street, and a man is following it.

VO: Other accounting firms only see you as one thing. Money.

Cut to the hundred dollar bill sitting on a bench with the man next to it.

VO: But at CBIZ, our team of professionals is dedicated to helping your business grow.

Whether your business needs help with audits or data analytics, CBIZ is driven by solutions.

The man tries to grab the dollar bill, but then the man disappears.

ENDCARD: CBIZ. Insights that impact.

Reference:

Progressive: Always Watching



Recap

Humor

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Always Working For You

Expect to Win

Manifesto

Make the Most of Your
Business

Driven by Solutions

Thank You