

Concept 1: At least...

a) Picture of a Christmas decorated room with laid out dinner table. Close up shot of burnt turkey on the table.



Tagline: **At least the oven's working again...**

We can't help you with Christmas dinner, but our 8.9 million customers can be confident we'll be there for them during the festive season and any other time of the year. Whether it's the oven for the turkey, the fridge to keep the leftovers or the TV to watch those Christmas specials, we've got it covered.

Wishing TRIC a very merry Christmas and another successful New Year.

For further information on partnering with Domestic & General please contact _____.

b) Man wearing a Christmas jumper that's too small because it has shrunk.



Tagline: **At least the dryer's working again...**

We can't buy you a new Christmas jumper, but our 8.9 million customers can be confident we'll be there for them during the festive season and any other time of the year. Whether it's the oven for the turkey, the fridge to keep the leftovers or the TV to watch those Christmas specials, we've got it covered.

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c) Christmas tree. Presents like clothes, books, toys are unwrapped and abandoned on the floor next to it. Child sitting on the floor playing on games console connected to the TV.



Tagline: **At least the TV's working again...**

We can't stop the kids playing video games all day, but our 8.9 million customers can be confident we'll be there for them during the festive season and any other time of the year. Whether it's the oven for the turkey, the fridge to keep the leftovers or the TV to watch those Christmas specials, we've got it covered.

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Concept 2: Elves

Santa's workshop. Santa and elves sitting down having a cup of tea. Washing machines, fridges, TVs, other electrical appliances abandoned on conveyor belt behind them.



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Tagline: Santa and his elves can have some time off

Our 8.9 million customers won't need to put a new appliance on their Christmas wish lists.

Because when something goes wrong, they can be confident we'll be there for them during the festive season and any other time of the year. Whether we need to send out an expert engineer to fix it or you need a replacement, you won't need to ask Santa. We've got it covered.

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Concept 3: Christmas song lyrics

a) Couple sitting happily on a sofa in a warm and cosy looking living room with Christmas tree in the corner. Snow or rain outside the window.



Tagline: **Baby, it's cold outside**

You wouldn't want your boiler to stop working, especially during Christmas.

Our 8.9 million customers can be confident we'll be there for them if something goes wrong during the festive season and any other time of the year. Whether it's the boiler to keep cosy on those winter evenings, the oven for the mince pies or the TV to watch those Christmas specials, we've got it covered.

Wishing TRIC a very merry Christmas and another successful New Year.

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b) House decorated with over the top Christmas decorations. Appliance(s) also decorated.



Tagline: **Deck the halls (and everything else)**

Because that's all you should be worrying about during Christmas.

Our 8.9 million customers can be confident we'll be there for them if something goes wrong during the festive season and any other time of the year. Whether it's the boiler to keep cosy on those winter evenings, the oven for the mince pies or the TV to watch those Christmas specials, we've got it covered.

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