

ENEROC | Strategic Creative Concept | 30s Spot

Strategic Foundation

It's not about where it's made.
It's about who's accountable.

Concept

"The Accountability Factor"

Concept Flow

Hook

"Yeah. I'm made in China.
So are most batteries on this market."

The Pivot

"That's not the difference."

The Conflict

"When something goes wrong — your customer won't ask where I was made.
They'll ask who's accountable."

The Solution

"Six-year warranty.
One American company.
One phone number."

The Call-out

"We pick up."

Final Message

Recommended:

Built Globally. Backed in America.

Alternatives:

- Global Manufacturing. American Accountability.
- Manufacturing is Global. Accountability is Local.