

The Script

The lobby is alive with the morning rush. People move through the space with purpose, greeting each other as they hurry toward the lifts and corridors. In the middle of all this movement, a young woman walks with a gentle bounce in her step. We catch only glimpses of her profile

Following her from behind, several corporate employees greet her with real warmth as she passes them. In close-up she returns their greeting with easy affection, as if these small exchanges are part of her everyday rhythm.

It's clear she is familiar here, known here.



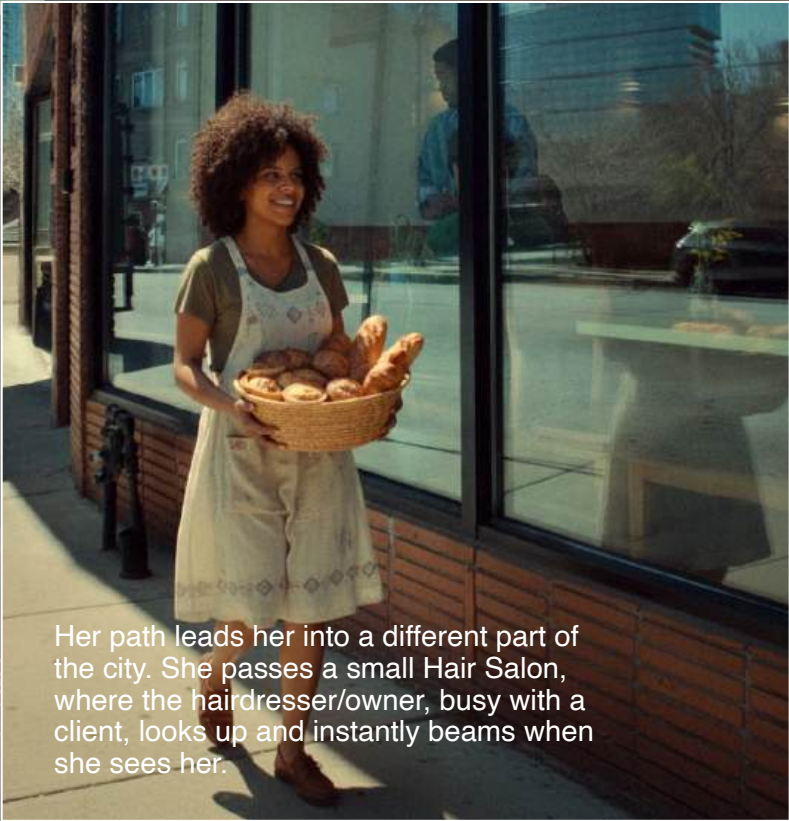
VO: Whoever said "it's just business"... clearly doesn't understand business.

As she steps outside we reveal her carrying a basket of delicious baked goods that she sells. It's clear that she was making some deliveries.

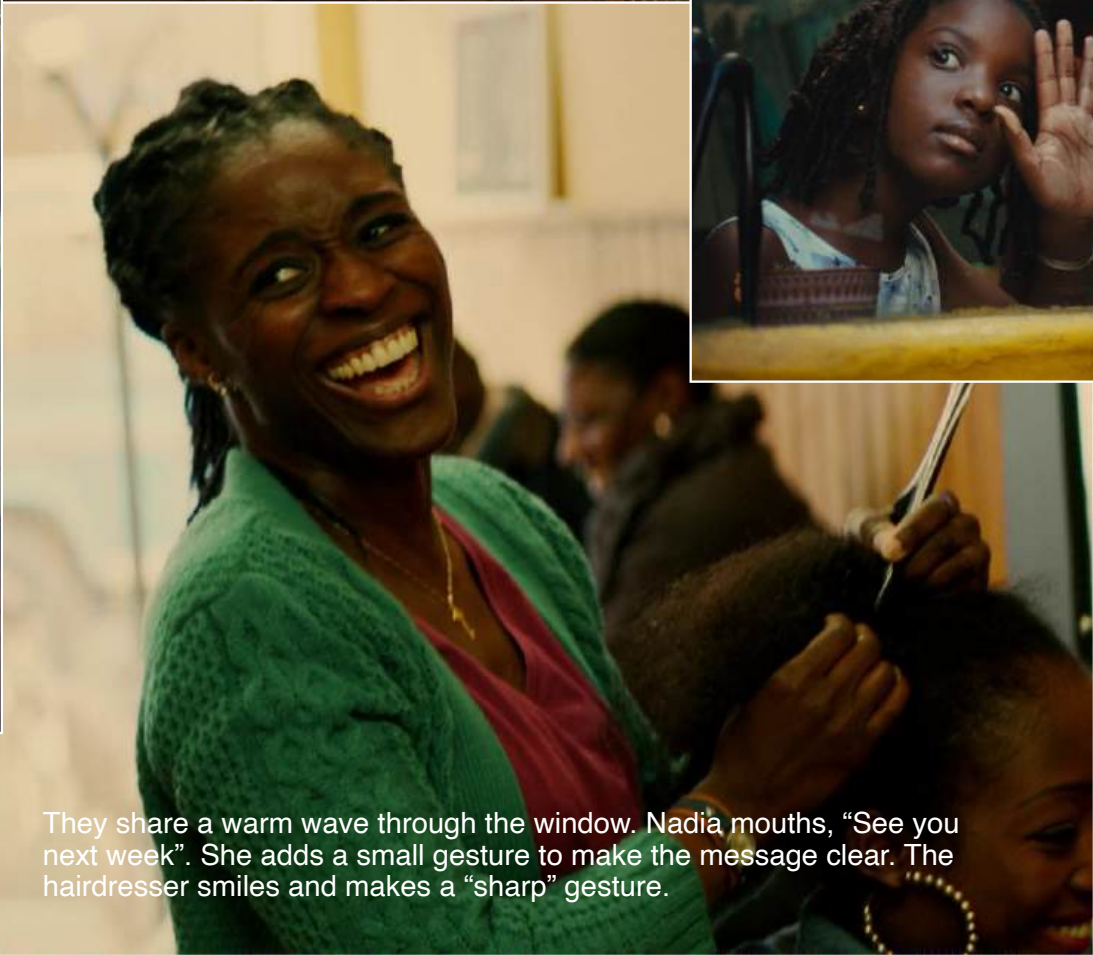
She pauses briefly in the fresh morning light, her face open and ready for the day, before heading out to complete the rest of her morning route.

VO: Because to be successful you have to take it personally.

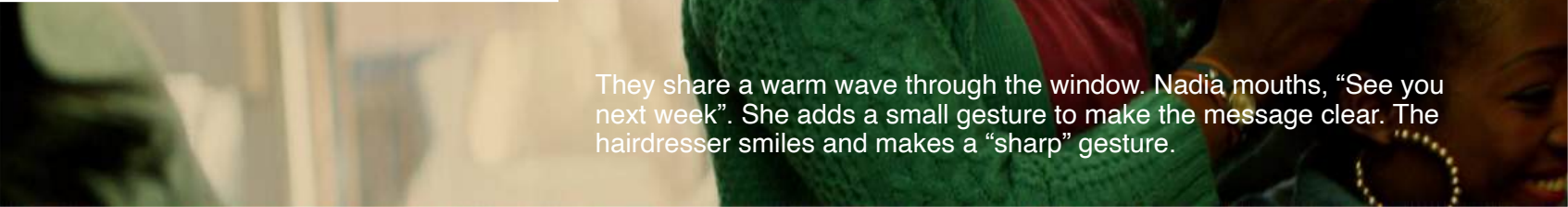
VO: At Bryte, even though we're the business insurance specialists...



Her path leads her into a different part of the city. She passes a small Hair Salon, where the hairdresser/owner, busy with a client, looks up and instantly beams when she sees her.



They share a warm wave through the window. Nadia mouths, "See you next week". She adds a small gesture to make the message clear. The hairdresser smiles and makes a "sharp" gesture.



VO: ...we always take things personally.



Nadia carries on down the street. She reaches an intersection, pauses, scans the street, then crosses.





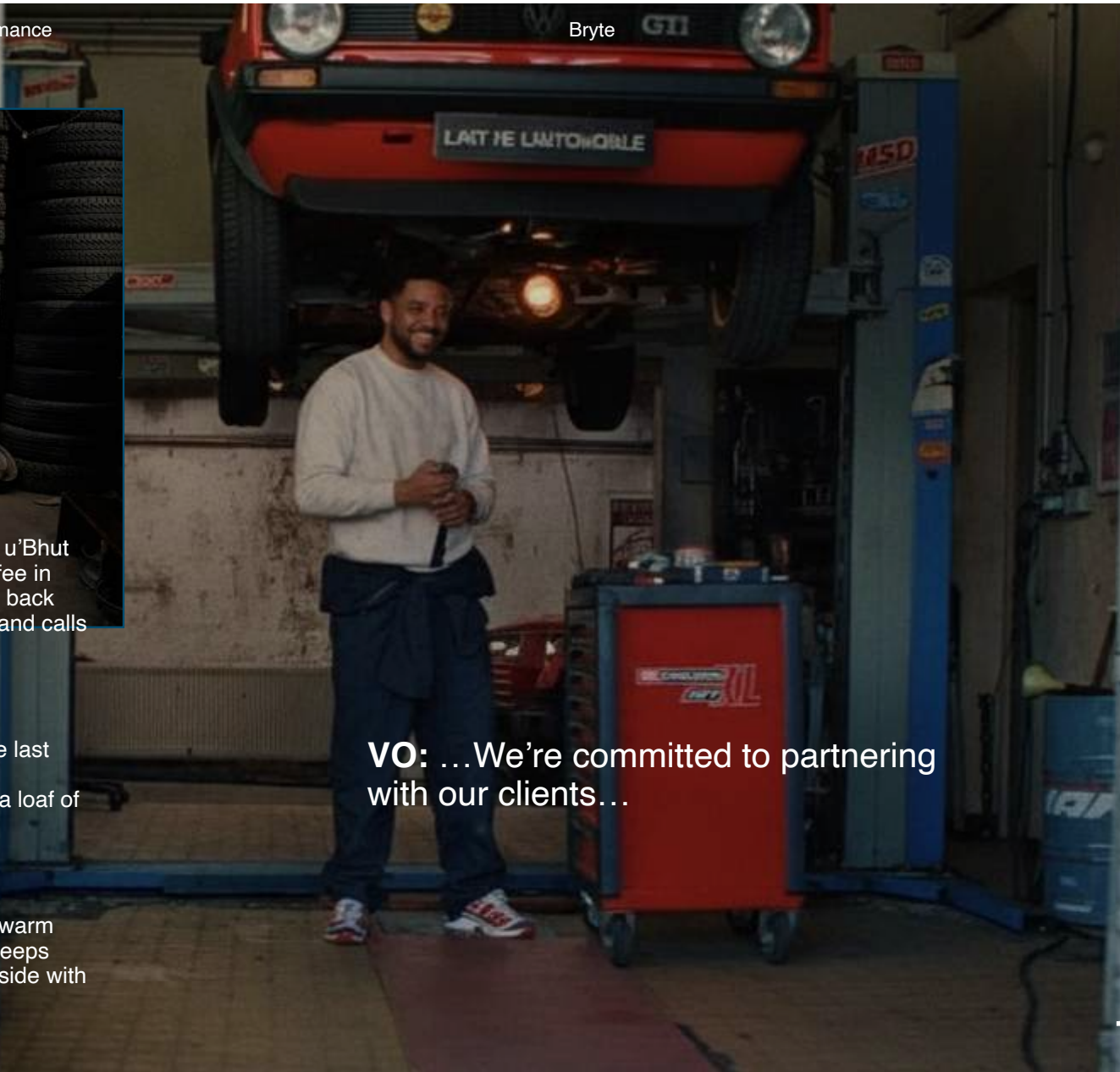
On the far side, a workshop comes into view. The mechanic, u'Bhut Sipho, walks toward the entrance with a steaming cup of coffee in hand. A greasy towel hangs over his shoulder. He is heading back inside, unaware that Nadia is approaching. Nadia spots him and calls out with fond familiarity.

“Bhut Sipho!”

He turns, subtly surprised and happy to see her. She jogs the last couple of steps toward him and reaches into her basket, pulling out a loaf of fresh bread. Before she can hand it over, he grins.

“Ah, just in time.”

He takes the loaf with real appreciation. They share a short, warm exchange. Maybe Nadia says, “See you next week”. Nadia keeps walking. We hold for a moment as Bhut Sipho heads back inside with the bread in hand.



VO: ...We're committed to partnering with our clients...

Justice Mukheli

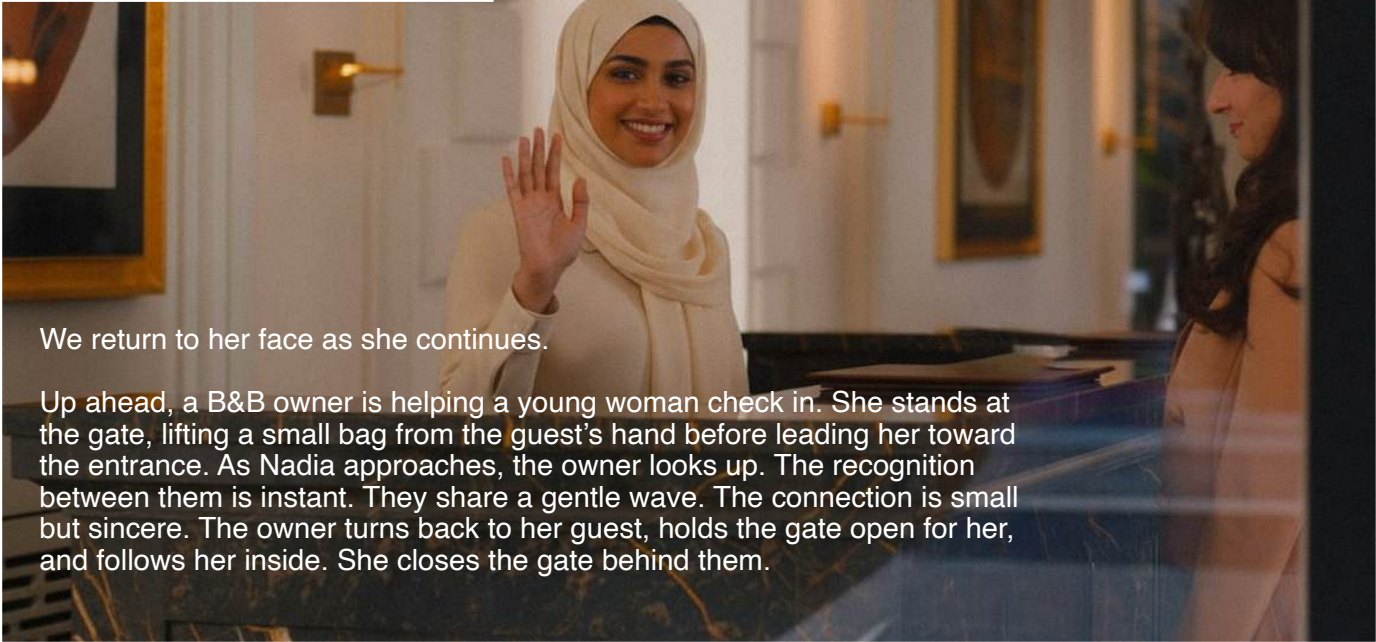
Romance

Bryle

89c



VO: ...throughout every stage of their business growth...



We return to her face as she continues.

Up ahead, a B&B owner is helping a young woman check in. She stands at the gate, lifting a small bag from the guest's hand before leading her toward the entrance. As Nadia approaches, the owner looks up. The recognition between them is instant. They share a gentle wave. The connection is small but sincere. The owner turns back to her guest, holds the gate open for her, and follows her inside. She closes the gate behind them.



We return to Nadia as she continues down the street, calm and focused, moving with the same grounded purpose that has carried her through her morning.

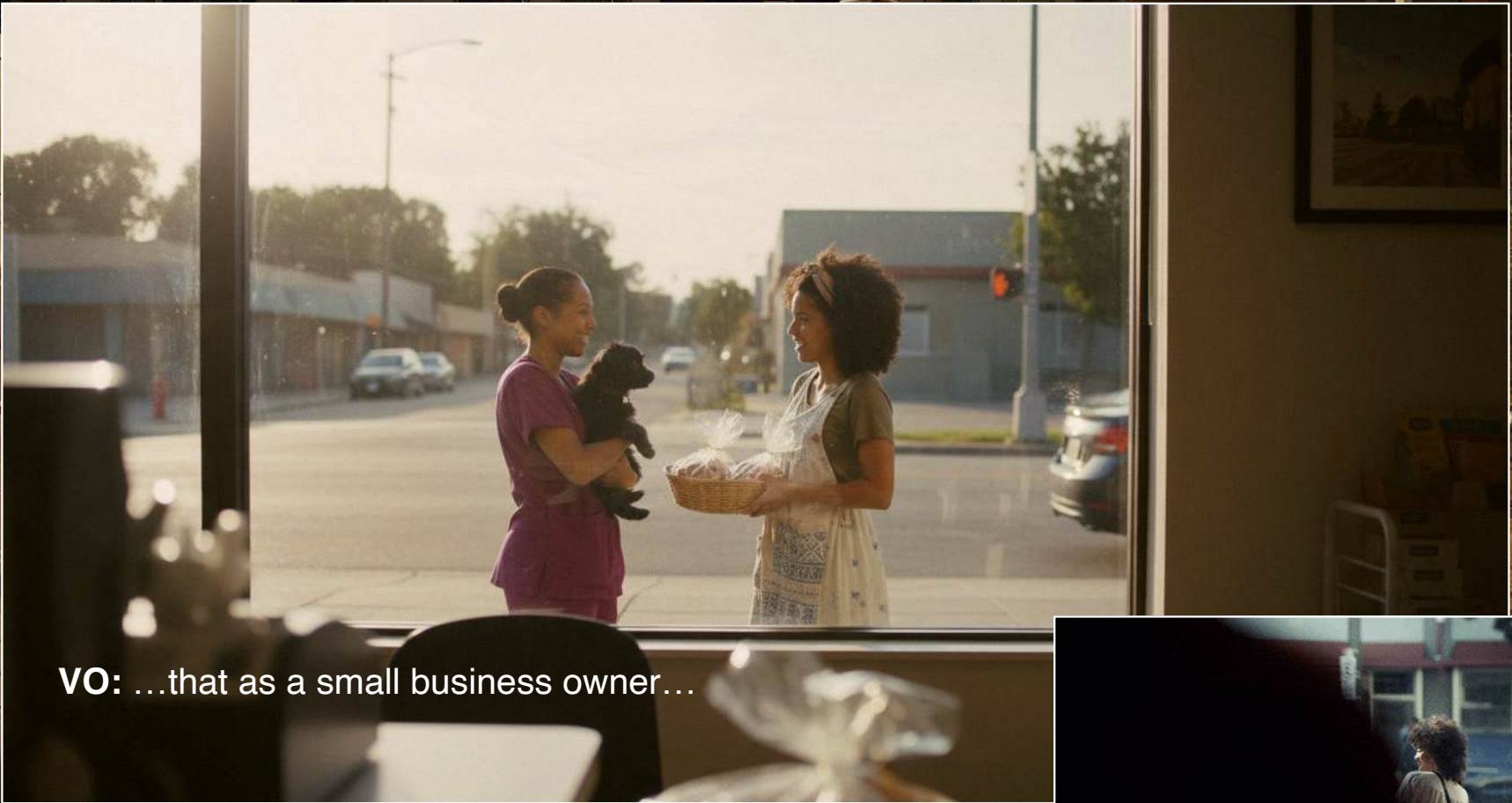
VO: ...no matter the size of their company.



VO: And we also understand...

She steps into a small restaurant / Cafe and sets a tray of fresh baked goods on the counter. A waiter receives them with a bright smile, her hands too full for anything more than a grateful nod. Behind her, a chef turns from the stove, flame rising in front of her. She spots Nadia and gives her a warm wave. Nadia answers with the same joy.





VO: ...that as a small business owner...

She continues on her walk, coming across a vet in scrubs holding a puppy that's about to be admitted while the owner stands nearby. Nadia exchanges a few warm, friendly words in passing that suggest familiarity.



Nadia carries on, steady and relaxed, and we stay with her as the city begins to shift around her. The neighbourhood becomes quieter and more residential. Trees line the pavement. The morning feels softer here.

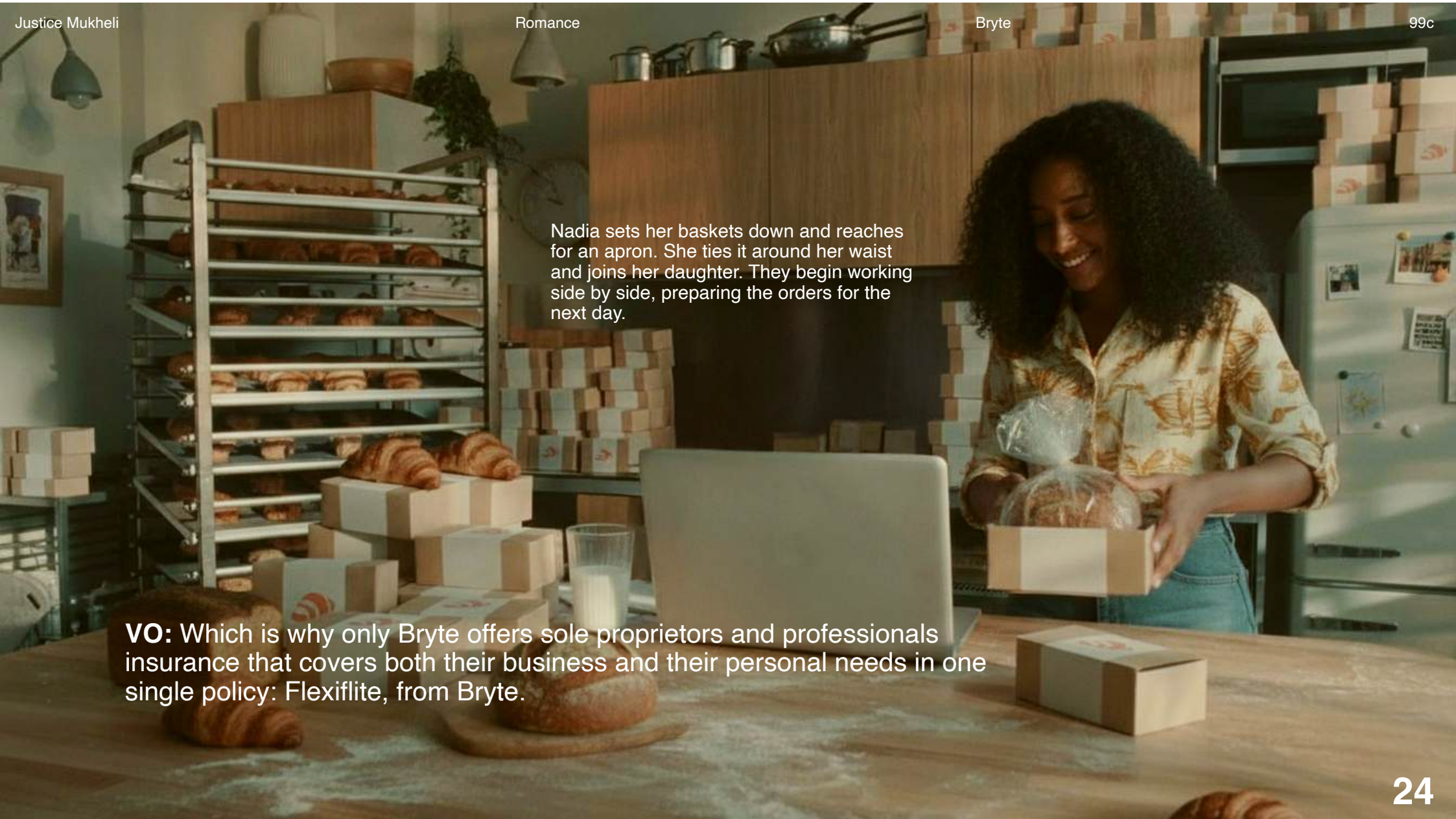
VO: ...your most important asset...



She reaches her home, unlocks the door, and steps inside. In the kitchen, her daughter is already busy baking, pulling a tray of warm pastries from the oven and setting it on the stove. She looks up at her mom with a proud smile. Nadia greets her back lovingly.



VO: ... is you. You are your business... and your business is you. So, if you're a small business owner, you tend to take everything personally.



Justice Mukheli

Romance

Bryte

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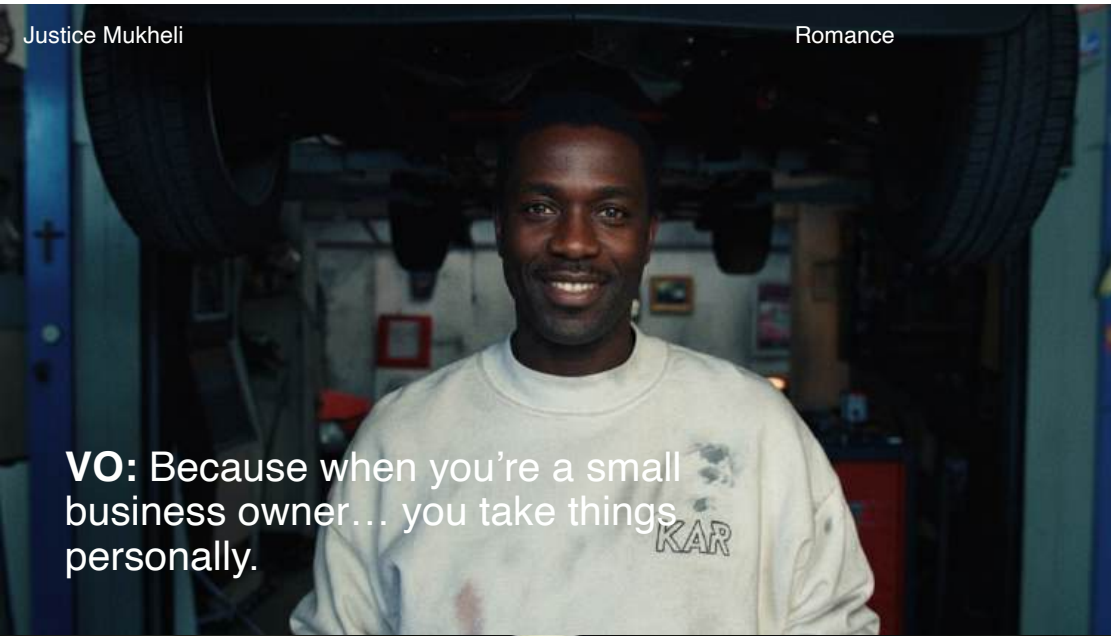
Nadia sets her baskets down and reaches for an apron. She ties it around her waist and joins her daughter. They begin working side by side, preparing the orders for the next day.

VO: Which is why only Bryte offers sole proprietors and professionals insurance that covers both their business and their personal needs in one single policy: Flexiflite, from Bryte.

CUT TO: SERIES OF MEDIUM PORTRAITS.

Each familiar face from her route appears in their own space, framed in a simple, honest portrait. The hairdresser, mechanic, restaurateur, B&B owner and the vet. Each portrait feels grounded, proud, and connected.





Justice Mukheli

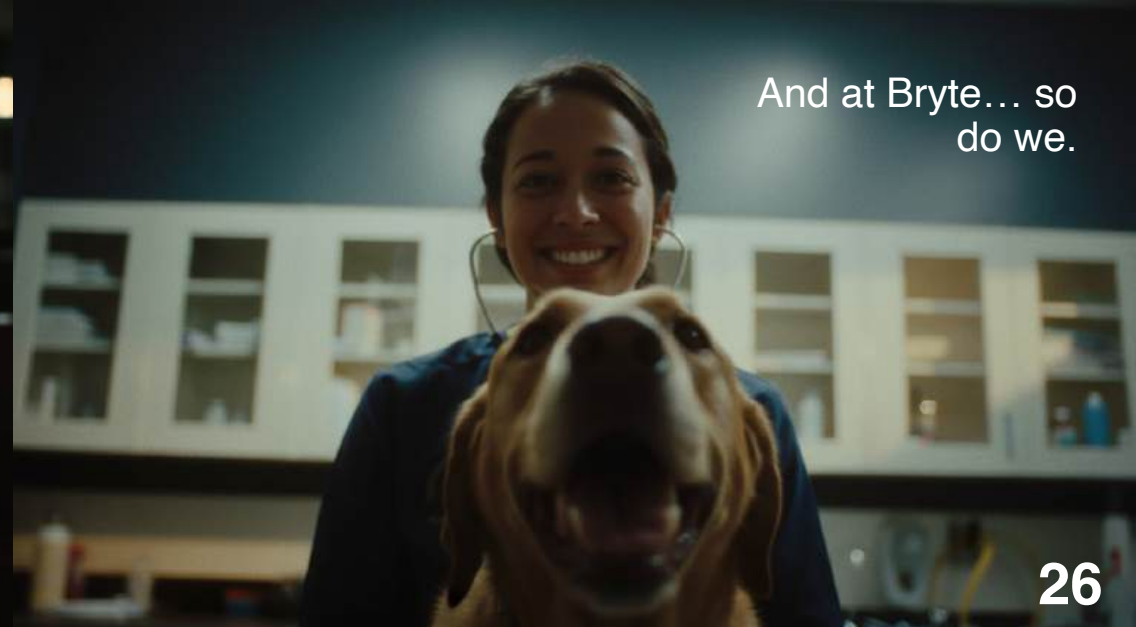
Romance

VO: Because when you're a small business owner... you take things personally.



Bryte

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And at Bryte... so do we.



Approach risk with purpose

FV: Insurance that's business *and* personal. Bryte Flexiflite. One policy for business and personal cover.