

Video Script: AI-Powered Tax Scams

PROJECT TITLE:

AI-Powered Tax Scams

CLIENT/BRAND:

Redacted Digital Magazine

DATE:

January 29, 2025

VERSION:

vFinal

RUNTIME:

00:03:45

TIME	VIDEO	AUDIO
0:00:00 – 0:00:06	Opening wide shot of news studio. Cut to host seated at desk.	HI. IT'S TAX SEASON, AND SCAMS ARE NOTHING NEW. BUT THIS YEAR THINGS ARE ... MORE INTERESTING
0:00:06 – 0:00:20	Cut to graphic: 'AI-Powered Tax Scams' overlaying image of IRS building.	SCAMMERS HAVE LEVELED UP — THANKS TO AI, THEY'RE FASTER, SMARTER, AND WAY MORE CONVINCING THAN THE TYPO-RIDDLED EMAILS WE USED TO LAUGH AT BACK IN THE OLD DAYS THREE YEARS AGO.
0:00:20 – 0:00:30	Cut to B-roll: People filing taxes on laptops, IRS.gov website, digital paper trails.	SO TODAY LET'S DIG INTO HOW SOME OF THESE AI-POWERED SCAMS WORK, WHAT THEY'RE AFTER, AND HOW YOU CAN STAY A STEP AHEAD.

0:00:30 – 0:00:45	Cut to graphic: IRS and FTC logos with warning labels. Overlay text: '270% Increase in Reports (2025)'	THE IRS AND FTC ARE WAVING HUGE RED FLAGS. PHISHING EMAILS THAT SOUND LEGIT. FAKE WEBSITES THAT LOOK LIKE THE REAL IRS PORTAL. EVEN VOICE CALLERS THAT SOUND LIKE ACTUAL IRS AGENTS.
0:00:45 – 0:00:58	Cut to host in studio. Picture-in-picture: email inboxes, spoofed IRS login pages, voice call transcript.	SO FAR THIS YEAR, TAX SCAM REPORTS HAVE JUMPED BY MORE THAN 270%. THAT'S TENS OF THOUSANDS OF AMERICANS TARGETED WITH MESSAGES THAT SEEM OFFICIAL — EMPHASIS ON <i>SEEM</i> .
0:00:58 – 0:01:10	Cut to animation: person sitting at a laptop, clicking through fake IRS portal.	AND THE SCAMMERS? THEY'RE NOT IN DARK ROOMS WRITING CODE ANYMORE. MANY USE OFF-THE-SHELF AI TOOLS TO GENERATE THEIR TRAPS WITH JUST A FEW CLICKS. THAT'S RIGHT: IT'S TAX FRAUD-AS-A-SERVICE.
0:01:10 – 0:01:14	Cut to animated checklist titled 'Tactics' with icons: email, phone, website.	[deep breath] OKAY, LET'S TALK TACTICS.
0:01:14 – 0:01:25	Cut to animation: phishing email with personal details.	FIRST, SUPER-PERSONALIZED PHISHING EMAILS: THEY LOOK LIKE THEY'RE FROM THE IRS, COMPLETE WITH YOUR NAME, MAYBE YOUR EMPLOYER, AND JUST ENOUGH TAX LINGO TO FEEL REAL.
0:01:25 – 0:01:34	Show fake refund message, then zoom in on malicious link.	THEY USUALLY SAY SOMETHING LIKE “YOUR REFUND’S DELAYED” OR “WE NEED MORE INFO” — AND THEN TELL YOU TO CLICK ON THE LINK.
0:01:34 – 0:01:48	Cut to deepfake phone call visual with waveform animation and IRS badge.	SECOND, DEEPPAKE PHONE CALLS: YOU PICK UP THE PHONE AND HEAR WHAT SOUNDS LIKE A CALM, PROFESSIONAL IRS AGENT. EXCEPT IT'S NOT. IT'S AN AI-GENERATED VOICE TRAINED ON ACTUAL PUBLIC IRS RECORDINGS.
0:01:48 – 0:01:54	Animation shows phone screen and scammer requesting payment.	THE CALLER SAYS YOU OWE MONEY — AND SURPRISE! —YOU HAVE TO PAY RIGHT NOW .

0:01:54 – 0:02:01	Cut to split screen: real vs fake TurboTax and H&R Block login pages.	FINALLY, FAKE TAX PREP SITES: NEARLY PERFECT CLONES OF TURBOTAX, H&R BLOCK, OR EVEN THE IRS LOGIN PAGE.
0:02:01 – 0:02:11	Cut to user entering SSN, W-2 info. Screen glitches to red warning.	YOU THINK YOU'RE FILING YOUR RETURN, BUT YOU'RE ACTUALLY GIVING UP YOUR SOCIAL SECURITY NUMBER, W-2S, AND BANK INFO.
0:02:11 – 0:02:20	Cut to host in studio. Picture-in-picture: AI tools (ChatGPT, Claude, Gemini, Copilot).	IF YOU'VE USED AI AT WORK — CHATGPT, GEMINI, CLAUDE, COPILOT — YOU ALREADY KNOW HOW MUCH THESE TECHNOLOGIES CAN SIMPLIFY A TASK.
0:02:20 – 0:02:32	Animation: AI generating scam emails and phone calls.	AI MAKES IT EASY TO SCALE UP SCAMS THAT FEEL PERSONAL. MESSAGES ARE CLEANER, MORE CONVINCING, AND THEY LAND IN YOUR INBOX OR VOICEMAIL SOUNDING LIKE THEY CAME FROM SOMEONE OFFICIAL.
0:02:32 – 0:02:42	Cut to host. Overlay text: 'Fraud Kits for Sale Online.'	NOW THAT THESE "FRAUD KITS" ARE BEING SOLD ONLINE, JUST ABOUT ANYONE WITH A LAPTOP CAN LAUNCH A FAKE TAX CAMPAIGN THAT LOOKS PRO.
0:02:42 – 0:02:54	Cut to stressed person reviewing refund status. Clock ticking.	TAX SEASON IS STRESSFUL, AND WHEN PEOPLE ARE ANXIOUS ABOUT REFUNDS OR PAYMENTS, THEY'RE MORE LIKELY TO REACT QUICKLY AND LESS LIKELY TO DOUBLE-CHECK THE DETAILS.
0:02:54 – 0:02:56	Graphic: 'How to Stay Safe' checklist with icons.	SO WHAT CAN YOU DO?
0:02:56 – 0:03:10	Visual list: Don't click IRS links, Hang up, 2FA, New passwords, Talk to family.	DON'T CLICK LINKS IN IRS EMAILS OR TEXTS — THE IRS DOESN'T USE THOSE CHANNELS. ALWAYS GO TO IRS.GOV DIRECTLY. GOT A WEIRD CALL? HANG UP. THEN CALL THE REAL IRS NUMBER YOURSELF.
0:03:10 – 0:03:18	B-roll: user enabling 2FA and updating passwords.	USE TWO-FACTOR AUTHENTICATION ON ANY TAX PREP SOFTWARE — IT MIGHT BE ANNOYING, BUT SO IS HAVING YOUR ACCOUNT CLEANED OUT.

0:03:18 – 0:03:28	Footage of person coaching elderly parent on scam awareness.	TALK TO YOUR FRIENDS AND FAMILY — ESPECIALLY FOLKS WHO MIGHT NOT BE TECH-SAVVY. THESE SCAMS ARE HITTING SENIORS AND SMALL BUSINESS OWNERS HARD THIS YEAR.
0:03:28 – 0:03:45	Closing shot: host in studio. On-screen message: 'Stay Safe. Check IRS.gov'.	AI IS CHANGING EVERYTHING, BUT YOU DON'T HAVE TO BE A VICTIM. WHEN IT COMES TO YOUR TAXES, IF SOMETHING FEELS OFF, DON'T CLICK. DON'T CALL BACK. CHECK IT YOURSELF. AND THAT'S THIS WEEK'S TIP. STAY SAFE, OK?