

MASTERPLAN

Worth Staying Home for...



A NEW WAVE VISUAL
Home Entertainment Campaign



"WORTH STAYING HOME FOR"

CAMPAIGNS

OBJECTIVE:

"The chickens have come home to roast." That's not exactly what Jane Ace meant when she made this mal-alpropism, but with inflation spiraling ever upwards, we may take her meaning literally. In order to cope with this menace of modern times, 46% of us have begun economizing by cutting down on the amount we spend on entertainment, and spending more time at home. This extra time at home can be turned into entertaining and informative hours with your cable/MDS/pay TV system. The prime reason consumers give for subscribing is the wider range of programming for themselves and their children. Your cable/MDS/pay TV system provides your subscribers with programs that are unavailable anywhere else. Your service can make it "Worth Staying Home For."

STRATEGY:

In some cities around the country, cable penetration has reached about 75%. In order to keep revenues up, the cable/MDS/pay TV system must offer extras: movies, specials, and sports that can't be seen elsewhere. These incentives for subscribing can only be taken advantage of if the consumer knows about them. "Worth Staying Home For" is our campaign to help you inform the potential subscriber about the exciting entertainment opportunities your service provides. Our jingle, "Worth Staying Home For," provides the foundation of your campaign, and the basis for your image. Music has been proven to be the most effective memory device an advertiser can use. From this jingle, your advertising can expand to include all the aspects of your service, spotlighting each while retaining the over-all image you wish to cultivate, that your "Worth Staying Home For."

EXECUTION:

Jingles are the most common characteristic of the best rated commercials, the ones that people remember the most. An image is created by the music: an image that must be maintained throughout your advertising. First, begin your campaign by running a schedule of the full jingle alone, customized or with an announcer, establishing the music and your service together in the mind of your listener. From our experience, and the many examples



CAMPAIGNS

"WORTH STAYING HOME FOR"

page 2

of national advertisers, a customized jingle does this best. From here, go on to include advertising that encompasses different aspects of your service you wish to emphasize. Campaign extenders are included with your materials to help you do this. Supporting your broadcast advertising in the print media strengthens the impact of your advertising, especially if a constant theme is maintained in both mediums. To achieve this, graphic artwork is included for your use in print advertising. This campaign provides both flexibility and longevity, allowing you to adjust your advertising to your needs now and later, while always maintaining your image of "Worth Staying Home For."

SUMMARY:

Your "Worth Staying Home For" campaign includes the following necessary ingredients for an effective advertising campaign:

- *It establishes your image by using music, the most effective tool of advertising.
- *It is flexible and has built-in longevity through the use of the extender spots encompassing the image you have established through the jingle.
- *It provides artwork for your use in the print media for a comprehensive multimedia advertising campaign, utilizing theme consistency.

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CAMPAIGNS

DISC 34 SIDE 1

"WORTH STAYING HOME FOR"

(A506 - Bright Contemporary)

Demonstrated for: cable TV system

Customized Line: "Sammons Cable"

LINE:

1. "No place on Earth can compare with your favorite chair!
2. Home is where the fun is - home is where the fun is -
3. So take a load off your feet with a front row seat.
4. Home is where the fun is- home is where the fun is -
5. Home is where everyone is.
6. (*Entertainment*) worth stayin' home for
7. Entertainment tonight- the picture's always bright-
8. Home's the place to be-
9. So much to see on your own TV!
10. No place on Earth can compare with your favorite chair!
11. Home is where the fun is- that's where all the fun is-
12. (*Entertainment*) worth stayin' home for!"

CUT:

1. :60 - CAMPAIGN SONG - Customized for demonstration purposes
2. :60 - Generic version - Full vocal
3. :60 - EXTENDER SPOT #1 - "Just Married"
4. :60 - Generic version
5. :60 - EXTENDER SPOT #2 - "Where there's a Will"
6. :60 - Generic version
7. :60 - EXTENDER SPOT #3 - "World's Wichest Man"
8. :60 - Generic version

9. :60 - :00 intro/:29 voc./:19 bed/:12 voc. close
10. :60 - :00 intro/:04 voc./:44 bed/:12 voc. close
11. :60 - :00 intro/:04 voc./:20 bed/:05 voc./:24 bed
:07 voc. close
12. :60 - :47 bed/:12 voc. close

LINES:

- (1-6) (11-12)
(1) (11-12)
(1) (6) (12)
(11-12)

MASTERPLAN

CAMPAIGNS

- 13. :30 - Full vocal
- 14. :30 - :00 intro/:04 voc./:20 bed/:05 voc. close
- 15. :30 - :24 bec/:05 voc. close
- 16. :10 - Full vocal

- 17. :60 - instrumental
- 18. :30 - instrumental
- 19. :10 - instrumental

LINES:
(1-6)
(1) (6)
(6)
(half of 11-12)

MASTERPLAN

CAMPAIGNS

- 13. :30 - Full vocal
- 14. :30 - :00 intro/:04 voc./:20 bed/:05 voc. close
- 15. :30 - :24 bec/:05 voc. close
- 16. :10 - Full vocal

- 17. :60 - instrumental
- 18. :30 - instrumental
- 19. :10 - instrumental

LINES:
(1-6)
(1) (6)
(6)
(half of 11-12)

MASTERPLAN

CAMPAIGNS

"WORTH STAYING HOME FOR"

EXTENDER 1: "JUST MARRIED"

For customized sample, see;
DISC 34, SIDE 1

:60 SCRIPT - Requires - Male

FX: SMALL WEDDING CROWD/SCATTERED "GOODBYES"/CAR DOOR SLAMS,
START, DRIVE AWAY (INTERIOR PERSPECTIVE)

YOU: *"We finally did it. Married at last."*

GIRL: *"I can hardly believe it. I've waited so long
for this day."*

YOU: *"Me, too."*

GIRL: *"Now will you tell me where we're going on our
honeymoon?"*

YOU: *"Well, I guess it wouldn't hurt."*

GIRL: *"I hope it's someplace...romantic."*

YOU: *"We're going...home."*

GIRL: *"Someplace just like...home?"*

YOU: *"Yeah. I just got on the cable. You know, _____
_____. It's the one with over thirty channels!
Everything from the Movie Channel with current blockbuster
films and classics to channels with continuous news,
weather, sports, stock market reports and local events."*

GIRL: *"Home? Mom and dad went on a cruise for their honeymoon."*

YOU: *"You want boats? There's a great movie on tonight
about boats. And a Jacques Cousteau undersea
documentary. _____ brings us a world
of entertainment. _____ is really the
one worth staying home for."*

GIRL: *"I wonder if they carry 'Divorce Court.'"*

MUSIC:



CAMPAIGNS

:60 SCRIPT - Requires - Male

FX: PEOPLE SHIFTING IN CHAIRS IN SMALL ROOM

MAN 1: "The remainder of my earthly possessions I
leave to my nephew, Arnold."

YOU: "Excuse me?"

MAN 1: "You have something you wish to ask at this time?"

YOU: "Well, I'd like to know if...Uh...If Uncle Bob included
his subscription to _____ cable
system in that last part. He was paid up through
next year."

MAN 2: "Hold on there, Arnold. I know ole Bob would want
me to have..."

YOU: "Now way! He knew the hours of pleasure I got from
the Movie Channel. How I enjoyed the news and
information channels."

WOMAN: "Stop it! Two grown men bickering like children.
Everyone knows as his widow, I get it."

MAN 1: "No, I don't think so."

YOU: "Well then who did Uncle Bob leave his paid up
subscription to the thirty glorious channels of
_____ cable system."

MAN 1: "Well, it seems that he..."

YOU, MAN 2, & WOMAN: "Yes?"

MAN 1: "He took it with him. It says something in the
will about...'Worth Staying Home For.' I wonder."

FX: GHOSTLY LAUGHTER

"WORTH STAYING HOME FOR"

EXTENDER 2: "WHERE THERE'S A WILL"

For customized sample, see;
DISC 34, SIDE 1



CAMPAIGNS

"WORTH STAYING HOME FOR"

EXTENDER 3: "WORLD'S RICHEST MAN"

For customized sample, see;
DISC 34, SIDE 1

:60 SCRIPT - Requires - Male

FX: GENERAL MOVING IN CHAIRS

WOMAN: "We're on? Good. Welcome back. I'm talking with Lance Vanderfeller, the world's richest man. I was just about to ask you, Lance, a little about your private life. Speculation has run rampant about why you've dropped out of sight. Could you shed some light on that?"

YOU: *"Well, Barbara, there's not much to tell. One day I was sitting outside my hotel in Monte Carlo, sipping my drink and watching the beautiful girls walk by, when suddenly I realized I could be home watching the thirty channels of entertainment and information of _____ cable system."*

WOMAN: "Pardon me?"

YOU: *"I'm sorry, only the governor can do that. Like that line? I heard it in a Marx Brothers' film recently on the Movie Channel I get. Plus, with the continuous news, weather, sports, and stock reports on the _____ cable system, I can keep up with the world right from my home."*

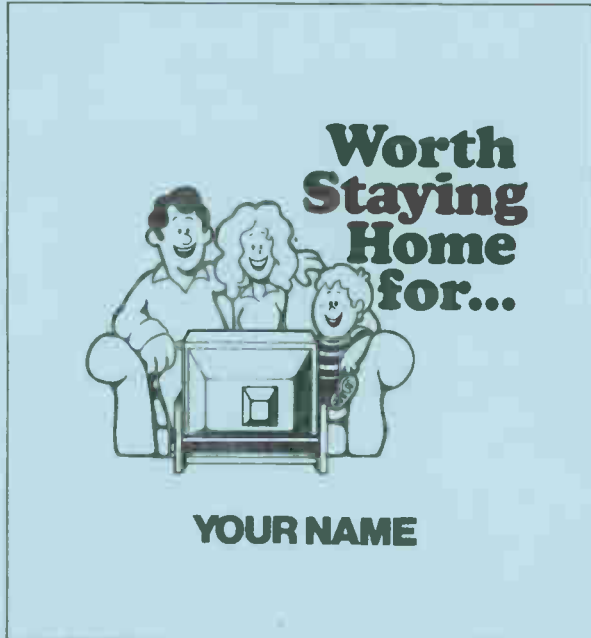
WOMAN: "How...interesting?"

YOU: *"Yes, Barbara, for my money, _____ cable system is definitely worth staying home for..."*

MUSIC:

MASTERPLAN

CAMPAIGN ARTWORK SUGGESTED USES



1. On a header card.



2. On a button



3. On a billboard.



4. In an ad.

The above suggestions are only a few of the many possible layouts and applications for this campaign logo.

The following page provides "Camera-ready art" for use by a printer in reproducing the campaign logo. Any of the logos provided may be reduced or enlarged photographically, and reproduced in any color or colors desired.

**Worth
Staying
Home
for...**

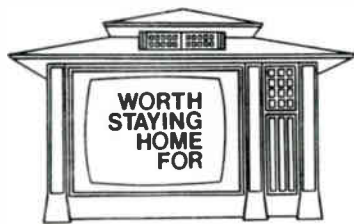


**Worth
Staying
Home
for...**

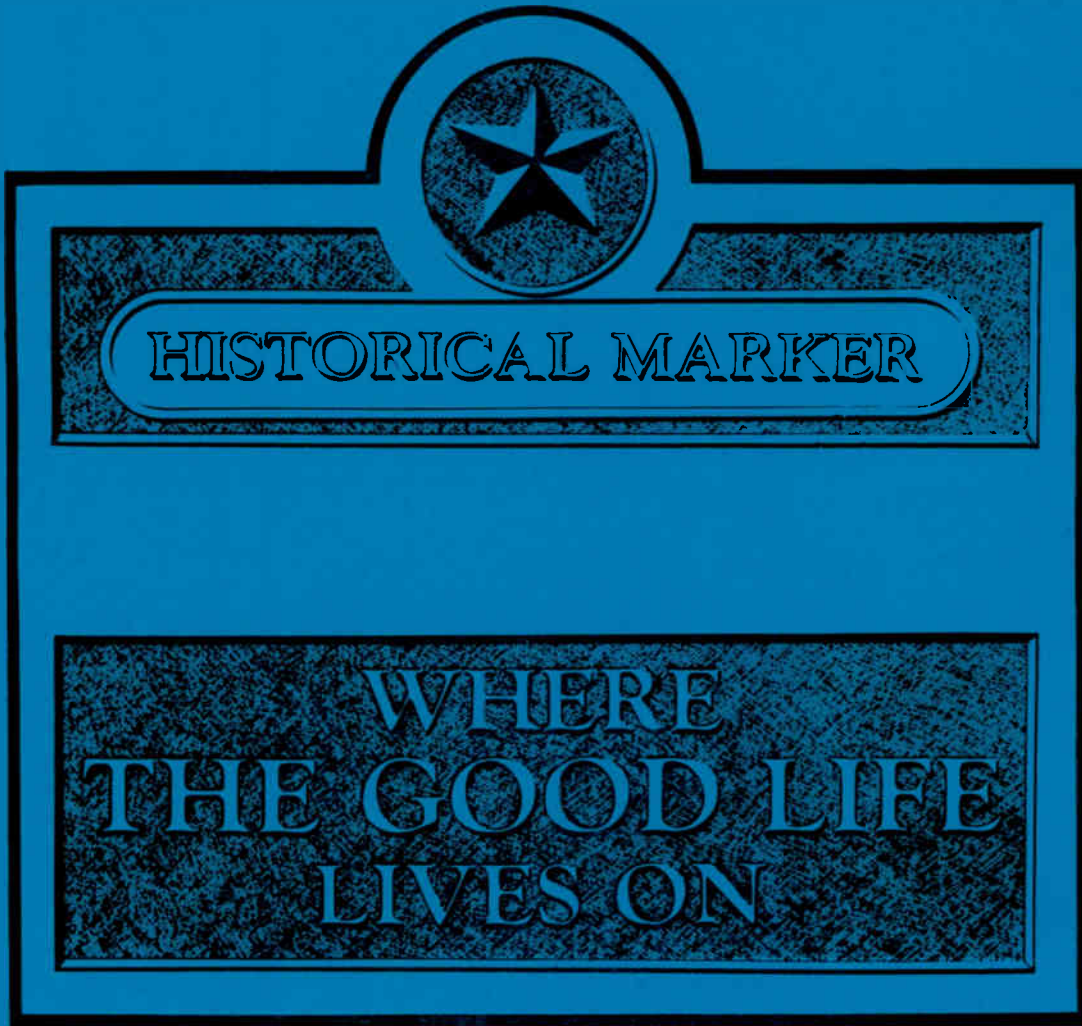


**Worth
Staying
Home
for...**





MASTERPLAN



A NEW WAVE VISUAL

Community Development Campaign



"THE GOOD LIFE LIVES ON"

CAMPAIGNS

OBJECTIVE:

"A house is not a home." So goes the Burt Bacharach song. If a house is not a home, what is? Home is more than just shelter, a place to sleep, or hang your hat. It's even more than the place where they have to take you in.

When you're looking for a new home, you look for safe comfortable surroundings that provide a total environment, encouraging the growth of you and your family. Such place would, naturally, encompass all the aspects of the good life in one area. Our campaign will help you build the kind of image you need to let people know you've created this kind of living environment: that you're where "The Good Life Lives On."

STRATEGY AND EXECUTION:

You're already aware that your community development contains all the ingredients necessary to make living there an enjoyable experience. You've even envisioned and implemented some of these aspects of the good life into prior marketing strategies. Now you need to communicate this effectively to the public in a well coordinated, concentrated campaign. Music has been proven to be the most effective memory device advertising can employ. Employing the jingle, "The Good Life Lives On," helps create the image you want to establish. Begin your advertising by using the jingle alone in a saturated schedule. This will implant your image in the community, so that when your listeners hear the music they will immediately associate it with you. A customized jingle best facilitates this association. Once your image of being "The Good Life Lives On" has been established, you can expand your advertising to include the many facets of your community/development that distinguish you from everyone else. To aid you in this, campaign extenders are included in your materials. These enable you to augment your advertising, increasing both effective advertising life and scope of your campaign, allowing you to adjust your advertising as your needs expand and change.

MASTERPLAN

CAMPAIGNS

"THE GOOD LIFE LIVES ON"

page 2

A complete advertising campaign will include both broadcasting and print media. In order to be effective, theme consistency must be maintained throughout your campaign, regardless of the medium used. Your campaign materials contain artwork for use in your print advertising to aid you in sustaining your image of being "The Good Life Lives On." This campaign includes all the elements necessary for a successful advertising campaign. Proper utilization of all the materials will increase the results of your advertising.

SUMMARY:

"The Good Life Lives On" contains the following aspects for a dynamic advertising campaign:

*The jingle establishes your image of being where "The Good Life Lives On." Having a definite image is essential to separate you from others competing for your customers.

*"The Good Life Lives On" has built-in longevity and flexibility, through use of the many musical versions and the extender spots.

*Artwork is included for use in your print advertising, to aid you in maintaining your image throughout all your advertising, thus insuring its effectiveness.



CAMPAIGNS

"THE GOOD LIFE LIVES ON"

(A5067 - Invigorating Uptempo Beat)

Demonstrated for: community development association

Customized Line: "Come to Richardson-Plano"

LINE:

1. "The good life is alive and well.
2. The good life is here for the taking.
3. Everybody wants a slice of happiness -
4. Everybody wants a place to call home
5. Come make your life all it should be -with us!
6. Your dreams are not so far away -
7. *(Come an live with us.)*
8. The good life lives on!
9. Don'cha wonder why everyone's smilin'?
10. Did ya' know that kind a' life's so near?
11. Wouldn't ya like to see your family smilin'?
12. That new life you want is here.
13. Come make your life all it should be - with us!
14. Your dreams are not so far away.
15. *(Come and live with us.)* *(Come and live with us.)*
16. The good life lives on!

CUT:

1. :60 - CAMPAIGN SONG - Customized for demonstration pruposes
2. :60 - Generic version - Full vocal
3. :60 - EXTENDER SPOT #1 - "Your Turn to Move"
4. :60 - Generic version
5. :60 - EXTENDER SPOT #2 - "It's On the Map"
6. :60 - Generic version
7. :61 - EXTENDER SPOT #3 - "What He Deserves"
8. :61 - Generic version

LINES:

- | | |
|---|-------------------------|
| 9. :60 - :01 intro/:25 voc./:18 bed/:13 voc. close | (1-8) (14-16) |
| 10. :60 - :01 intro/:11 voc./:32 bed/:13 voc. close | (1-4) (14-16) |
| 11. :60 - :01 bed/:05 voc./:45 bed/:07 voc. close | (1-2) (last half 15-16) |
| 12. :60 - :51 bed/:07 voc. close | (last half 15-16) |
| 13. :30 - Full vocal | (1-8) |
| 14. :30 - :01 intro/:05 bed/:15 bed/:07 voc. close | (1-2) (7-8) |
| 15. :30 - :22 bed/:07 voc. close | (7-8) |
| 16. :11 - Full vocal | (6-8) |
| 17. :60 - instrumental | |
| 18. :30 - instrumental | |
| 19. :11 - instrumental | |



CAMPAIGNS

:60 SCRIPT - Requires - Male

FX: SOLEMN ORGAN MUSIC

"WHERE THE GOOD LIFE LIVES ON"

EXTENDER 1: "WHAT HE DESERVES"

For customized sample, see;
DISC 34, SIDE 2

MAN 1: "So let us not dwell on Charley's absence,
for he has gone to a better place."

YOU: "I'll say."

MAN 1: (BEGIN FADE UNDER) "He has left all his cares and
worries behind, and found peace and contentment."

MAN 2: "Gosh, nobody told me Charley was sick."

YOU: "He wasn't sick."

MAN 2: "Oh...Then he went quick."

YOU: "Nope.. He's been planning it for months."

MAN 2: "Planning it? Isn't that illegal?"

YOU: "It should be. All I can say is that I hope
he's happy."

MAN 2: "Nice thought."

YOU: "Every time I think about it...Lower taxes and
insurance rates...Good schools...Plenty of shopping."

MAN 2: "What?"

YOU: "Up in _____."

MAN 2: "Where?"

YOU: "_____. That's where Charley moved. He
figured all the angles. Plenty of big city conveniences
without big city prices. You oughta see the house he
bought! I tell you, _____ is really where
the good life lives on."



CAMPAIGNS

"WHERE THE GOOD LIFE LIVES ON"

EXTNEDER 2: "IT'S ON THE MAP"

For customized sample, see;
DISC 34, SIDE 2

:60 SCRIPT - Requires - Male or Female

FX: CAR MOVING/INTERIOR/RUSTLING PAPER

WOMAN: "I can't find us on this map."

YOU: "I'm not surprised."

WOMAN: "Why's that?"

YOU: "Because we're on the other side."

FX: FLIPPING MAP OVER

WOMAN: "Where?"

YOU: "Under your thumb."

WOMAN: "And just where is under my thumb?"

YOU: "_____ . See? We're here."

WOMAN: "It certainly looks nice enough."

YOU: "It's great! _____ is one of this area's
fastest growing communities...Look around...See
the businesses, schools, and shopping malls?"

WOMAN: "There is a lot of building going on."

YOU: "Yes, but you'll also find lots of parks,
recreational facilities, and nature trails."

WOMAN: "Think we'll find a gas station?"

YOU: "Sure. _____ has everything we're looking
for in a place to bring up the kids...It's where the
good life lives on."

WOMAN: "Well, right now let's look for a gas station with a
restroom, 'cause Cindy has to go."

MUSIC: JINGLE UP



CAMPAIGNS

"WHERE THE GOOD LIFE LIVES ON"

EXTENDER 3: "YOUR TURN TO MOVE"

For customized sample, see;
DISC 34, SIDE 2

:60 SCRIPT - Requires - Female

FX: NEIGHBORHOOD TYPE BKG/KIDS, DOGS, LAWN MOWERS, ETC./
LARGE MOVING VAN TYPE TRUCK/VOICES "GOODBYE."/"BE SURE
TO WRITE US AS SOON AS YOU KNOW YOUR NEW ADDRESS."

MAN: "It's estimated that approximately 20% of our
population move each year...That's 100% every
five years. Maybe so many people are moving
because they haven't found what they're looking
for...yet."

MUSIC: JINGLE

WOMAN: "There are a lot of people moving to the
_____ area...Moving in...Not out.
In the past five years _____ population
has increased by almost eighty percent. Best of all,
community services have kept pace with the rapid
expansion of the _____ area, enhancing the
already desirable quality of life level."

MAN: "Twenty percent of the population will move in
the coming year..."

WOMAN: "If it's your turn...Move to _____,
where the good life lives on."

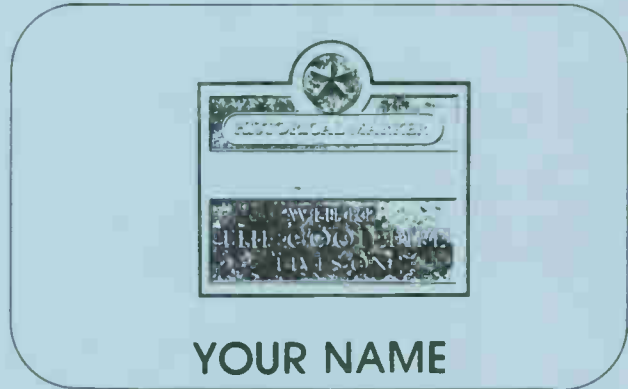
MUSIC: JINGLE OUT



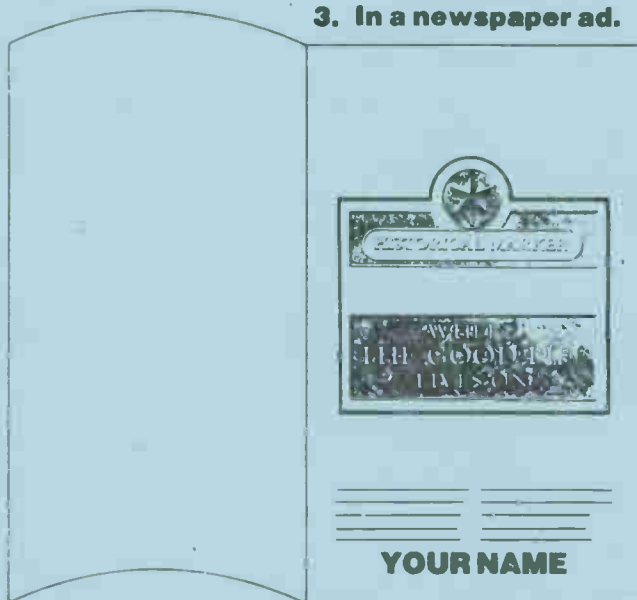
CAMPAIGN ARTWORK SUGGESTED USES



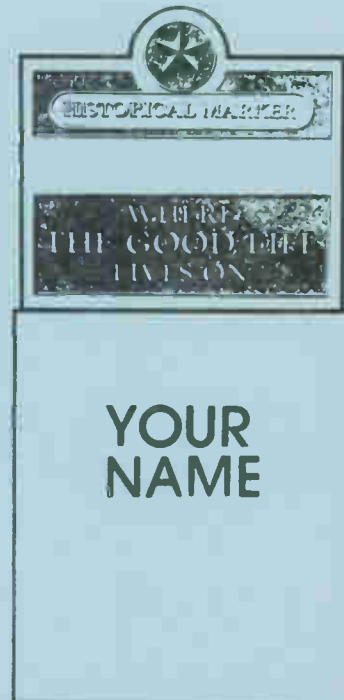
1. On a button



2. As a TV super.



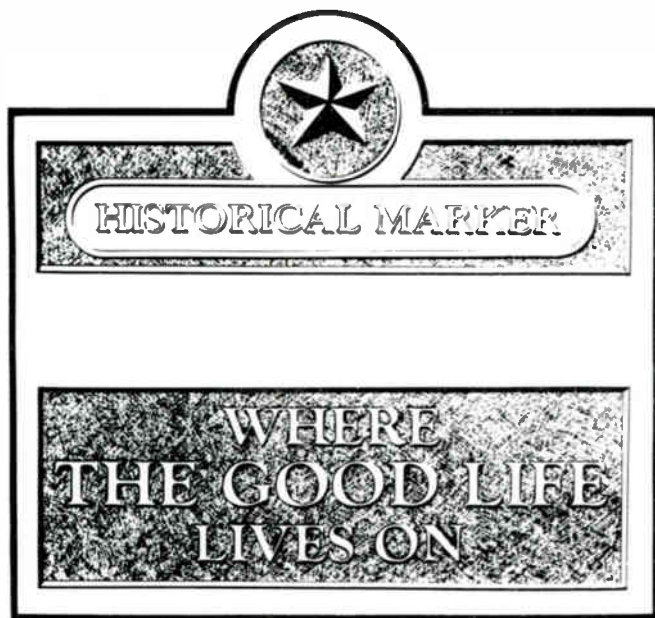
3. In a newspaper ad.

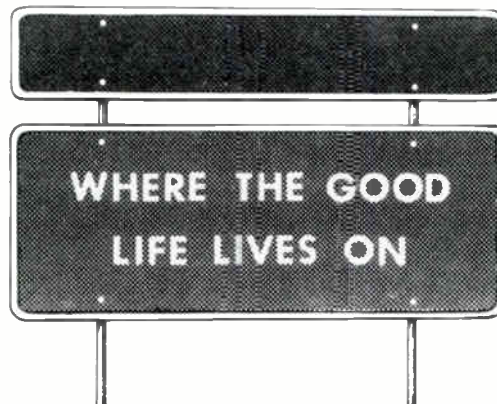
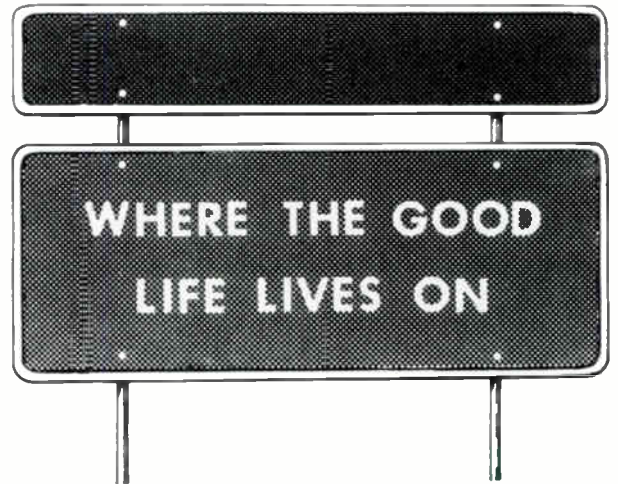
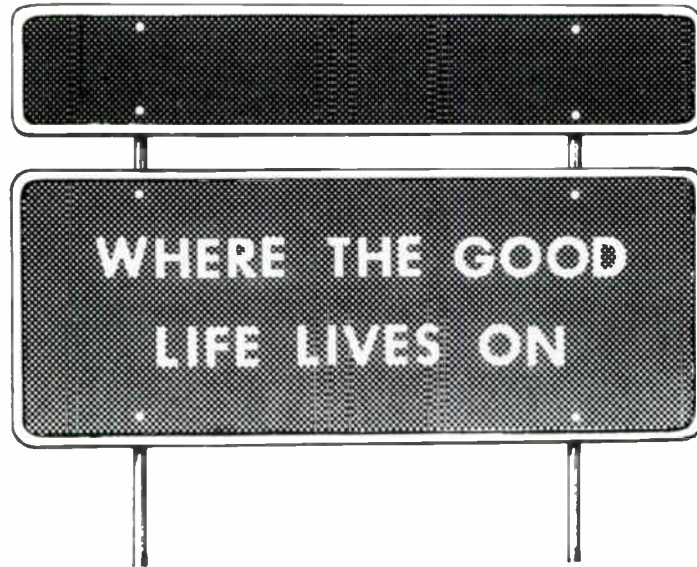


4. On a window sticker.

The above suggestions are only a few of the many possible layouts and applications for this campaign logo.

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MASTERPLAN



A NEW WAVE VISUAL

Clothier Campaign



CAMPAIGNS

OBJECTIVE

Nobody likes to feel average. Everyone likes-indeed needs- to feel that there's something about him that makes him unique and special. And a person also likes to believe that this defining "best" characteristic is the one that others notice most; the plainest man can be as insistent as a matinee idol that his "best" side be highlighted in a photograph.

STRATEGY & EXECUTION

Herein lies the strength of the "We Bring Out The Best In You" campaign. Your client, being in the clothing business, will no doubt understand perfectly well that most people, whether they are aware of it or not, dress not merely to cover their bodies, but also to make a statement about themselves, to project an image. Your objective in presenting this campaign to your client is to show him how he can really put this knowledge to work and maximize his sales by doing so.

"We Bring Out The Best In You" is a strong campaign for several interrelated reasons. It targets both kinds of clothing customer: the "aware" buyer who knows he is making a statement with dress and who consciously wishes to make it as effectively as possible; and the "unaware" buyer, the one whose "clothing statement" is equally real but largely unconscious in its expression. The campaign is able to do this because "We Bring Out The Best In You" is really far less concerned with the specifics of fashion than it is with the above-mentioned general human need to feel unique and to have others notice that uniqueness. Also, for the "aware" buyer, it underlines what is already an area of conscious concern. And it makes a conscious concern out of a previously unconsidered one for the "unaware" buyer. Thus, it strengthens one market and, in effect, creates another one.

"We Bring Out The Best In You" works for your client by making his merchandise and service the connecting link between the need to feel special and the way in which people fulfil it in their outward appearances. The central line, expanded and reinforced by the music, lyrics, and copy which go with it, clearly makes the point to the listener that your client's establishment is one in which he (the customer) will be accorded his full worth. All the material stresses that _____'s is not the sort of place where the salespeople are hustlers who would sell sequined disco



"WE BRING OUT THE BEST IN YOU"

CAMPAIGNS

dresses to their own grandmothers--that it is, rather, a place staffed by people who are concerned with and committed to serving the best interests of their customers. This material effectively persuades the listener that at _____'s the combination of quality merchandise and a helpful staff will ensure that the clothes he buys there will truly help him to make a positive statement about himself--that they really will "bring out the best" in him.

Stress to your client that "We Bring Out The Best In You" sells service at least as much as it sells clothing. After all, there are probably several other merchants in town who offer the same lines. Some of them may even undercut his prices. You need to help your client understand that by playing up his customer's uniqueness, he spotlights his own, and that this is really his single biggest selling point.

This emphasis on uniqueness will also offer you an excellent opportunity to point out to your client the importance of music and further customization to the maximum effectiveness of his total broadcast presentation. Talk to him about the obvious benefits of enhancing listener awareness of his business, and remind him that music "sticks" in people's minds. Point out, too, that since uniqueness is the key to the sales success of this campaign, a customization which adds to the uniqueness of his broadcast material can only strengthen that material--and that he will see the results in stronger sales figures.

SUMMARY

In closing, we can say that "We Bring Out The Best In You" works in the following ways:

- * It appeals to the general human need to feel that one is special and that this specialness is noticed by others.
- * It effectively makes the connection between that need and your client's unique ability to satisfy it.
- * Enhanced by music and customization, "We Bring Out The Best In You" is particularly strong sales campaign which will work greatly to your client's financial advantage.

Present this campaign well to your client and it's a certainty that his sales results will really bring out the best in both of you.



CAMPAIGNS

"WE BRING OUT THE BEST IN YOU"

(A5071 - contemporary upbeat tempo)

Demonstrated For: Clothier

Customized Line: "For any time of day," "In the office or on a trip to Cancun."

LINE:

1. "We bring out the best in you!
2. We bring out the best it's true!
3. Giving you only the finest,
4. 'Cause we know that's what you want.
5. *For any time of day*, we bring out the best in you!
6. We bring out the best in you!
7. We bring out the best it's true!
8. Bringing styles for only a man,
9. With your kind of taste and flair.
10. For everything you do,
11. *In the office or on a trip to Cancun.*
12. We bring out the best in you!

CUT

1. :60 - CAMPAIGN SONG - Customized for demonstration purposes
2. :60 - Generic version - Full vocal
3. :60 - EXTENDER SPOT 1 - "THE BUTLER DID IT"
4. :60 - Generic version
5. :60 - EXTENDER SPOT 2 - "A WOLF IN TALBOT'S CLOTHING"
6. :60 - Generic version
7. :60 - EXTENDER SPOT 3 - "STORY TIME"
8. :60 - Generic version

CAMPAIGN SONG additional versions

9. :60 - :04 intro./:23 voc./:18 bed/:15 voc. close
10. :60 - :04 intro./:09 voc./:32 bed/:15 voc. close
11. :60 - :45 bed/:15 voc. close
12. :30 - Full vocal
13. :30 - :00 intro./:04 voc./:15 bed/:11 voc. close
14. :30 - :19 bed/:11 voc. close
15. :10 - Full vocal

LINES:

- (1-5) (10-12)
 (1-2) (10-12)
 (10-12)
 (6-12)
 (6) (10-12)
 (10-12)
 (second half of 12)

16. :60 - instrumental
17. :30 - instrumental
18. :10 - instrumental



CAMPAIGNS

"WE BRING OUT THE BEST IN YOU"

EXTENDER #1: "THE BUTLER DID IT"

For a customized sample, see:
DISC 35, SIDE 1, CUT 3

:60 SCRIPT - Requires Male

LYRICS: "We bring out...best, it's true."

FADE MUSIC

FX: KNOCK AT DOOR

YOU: "Doctor Jekyll?"

FX: KNOCK-KNOCK

YOU: "I say, Doctor Jekyll, are you there?"

FX: MUFFLED GROWL FROM OTHER SIDE OF DOOR

YOU: "Another late night with the ladies, eh?"

FX: MUFFLED GROWL IN REPLY

YOU: "I know how it can be, believe me I do, sir
Well, I've laid out your new suit from _____."

FX: MUFFLED GROWL

YOU: "I suggest you gargle for that throat, sir.
Sounds like you might be coming down with
something. I must say I do admire your taste
in clothes. I'm not surprised."

FX: MUFFLED GROWL

YOU: "Everyone knows _____ handles only the
absolute best in both formal and casual attire.
And they'll custom tailor whatever they sell. Are
you ready, Doctor Jekyll?"

FX: DOOR OPENS

MALE 2: "Thank you, Haskell."



CAMPAIGNS

"WE BRING OUT THE BEST IN YOU"

EXTENDER #1: "THE BUTLER DID IT"

Page 2

YOU: *"If you don't mind me saying, sir..."*

MALE 2: *"Saying what?"*

YOU: *"It's a good thing for you that _____
brings out the best in you."*

MALE 2: *"Why's that Haskell?"*

YOU: *"Because the ladies always bring out the beast
in you."*

FX: MUFFLES GROWL

LYRICS: *"We bring out the best in you."*

MASTERPLAN

CAMPAIGNS

"WE BRING OUT THE BEST IN YOU"

EXTENDER #2: "A WOLF IN TALBOT'S CLOTHING"

For a customized sample, see:
DISC 35, SIDE 1, CUT 5

:60 SCRIPT - Requires Male

MUSIC: 1940ish HORROR TRANSITION

FEMALE: "Mr. Talbot?"

MALE 1: "Yes?"

FEMALE: "The doctor will see you now. Right this way."

MALE 1: "Thank you."

YOU: "Ah, Mr. Talbot. Have a seat. That will be all, Miss Kranz."

FEMALE: "Yes, doctor."

FX: DOOR CLOSES

MALE 1: "Well, Doctor, did you find out anything about..."

YOU: "About the delusion you have that you turn into a...wolf...whenever the moon is rising."

MALE 1: "It's real! Please hurry...the moon is rising."

YOU: "Utter nonsense, Mr. Talbot. You just have a very poor self-image. You need a change."

MALE 1: "Has it started already?!"

YOU: "No, and that's the problem. You could start with the clothes you're wearing. They look like they came out of a 1940 horror film."

MALE 1: "Acccch....Grrumph."

YOU: "No need arguing. I suggest you see _____."



CAMPAIGNS

"WE BRING OUT THE BEST IN YOU"

EXTENDER #2: "A WOLF IN TALBOT'S CLOTHING

Page 2

YOU: *(cont.) "They'll help you select clothes that'll bring out the best in you. They've a full selection of both formal and casual attire."*

MALE 1: *"Aurrrghhh...Grruummmpphhh."*

YOU: *"No need to thank me, either. I'd do the same for anyone suffering a similar delusion. Take my advice. Go to _____ . You'll be a better man for it."*

MALE 1: *"Ggrrrrrrrrr..."*

YOU: *"And another thing, Talbot. You might get a shave."*

FX: HOWL

MASTERPLAN

CAMPAIGNS

"WE BRING OUT THE BEST IN YOU"

EXTENDER #3: "STORY TIME"

For a customized sample, see:
DISC 35, SIDE 1, CUT 7

:60 SCRIPT - Requires Male or Female

MUSIC: LIGHT, AIRY, FAIRY-TALEISH, STORY-TIME

YOU: *"The following is the story of Beauty and the
Beast, brought to you by _____."*

MUSIC: STEP-DOWN INTO STRONG GUITAR LEAD, ALA TRUCKER'S SONG
FROM "EVERYONE'S COMIN' UP A WINNER"

MALE: "Wal, Beauty had the looks of a home-coming queen,
country mornin' fresh, all pretty and clean,
While Beast was a different as night to day,
in a rough n'tumble, macho kinda way.
How they got together was anybody's guess,
but the reason I'm here is to tell you the
rest...
One day all their differences came to a head,
Beast, you'd better change, was all she said.
Find some clothes to bring out the best in you...
Better do it today, or Beast, we're through.
Beast found the clothes that brought out his best,
and when he saw Beauty he passed her test.
True love reborn, they walked hand in hand,
no longer a Beast, he's a high-fashion man."

MUSIC: BACK TO FAIRY-TALE ENDING

YOU: *"The story of Beauty and the Beast, has been brought
to you by _____."*

MASTERPLAN

USE OF ARTWORK FOR THE “WE BRING OUT THE BEST IN YOU” CAMPAIGN

The “slick proofs” (“slicks”) enclosed for “We Bring Out The Best In You” represent “camera-ready” art. They are ready for use in reproducing printed materials.

While various sizes are provided, any one of the elements may be reduced or enlarged photographically to the precise size required.

And, though they are provided in black, a printer may reproduce the element in whatever color is specified.

Suggested layouts using the “We bring Out The Best In You” graphics follow:

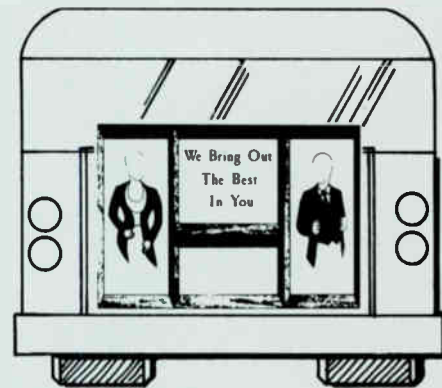


On a Billboard

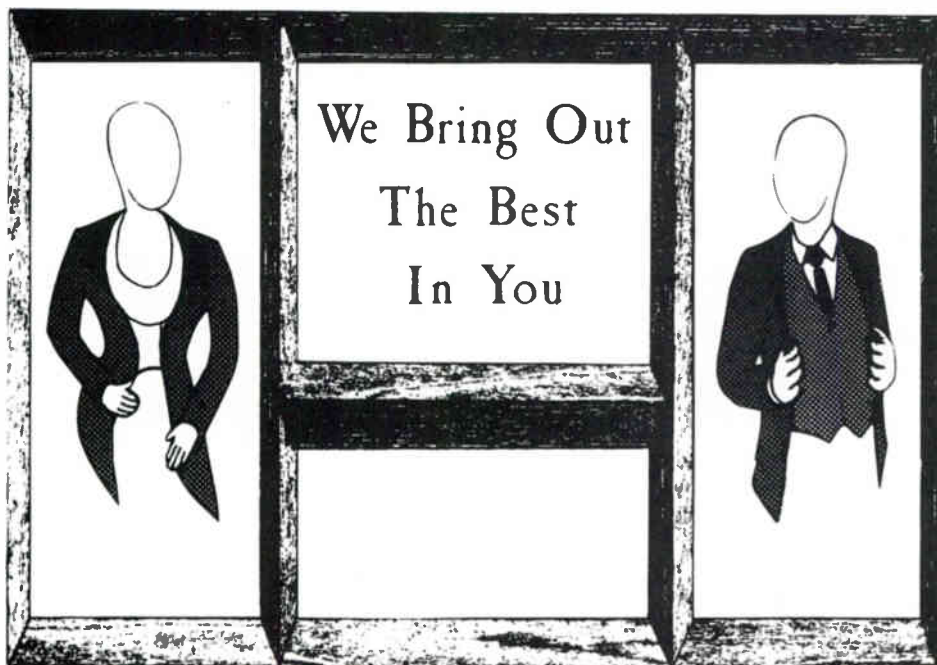
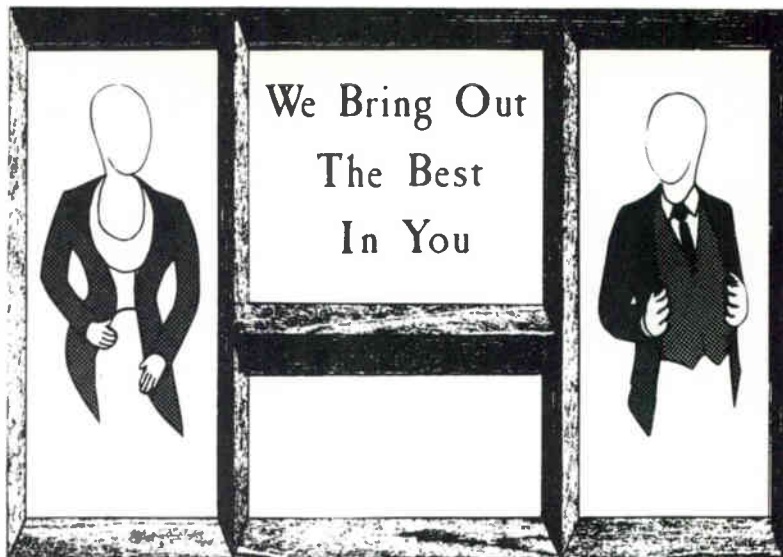


YOUR NAME

On a TV slide.



On a Bus Card



MASTERPLAN

All the

COMFORTS
of Home

A NEW WAVE VISUAL

Furniture Campaign



"ALL THE COMFORTS OF HOME"

CAMPAIGNS

OBJECTIVE

Home is where the heart is, the proverb tells us. And when we speak of "all the comforts of home," we mean a great deal more than merely its physical comforts. We imply a lot of things a very strong psychological appeal--warmth, companionship, a sense of inclusion and belonging.

A client who deals in home furnishings and accessories is, naturally, one who provides literal "home comforts." But then, so do a lot of other merchants in his field. This is where the strength of "All The Comforts Of Home" comes to bear. For it is a campaign designed to help you help your client to see that if he want to sell furniture, he must understand that he is selling not just furniture but a whole way of life.

STRATEGY & EXECUTION

The "All The Comforts Of Home" approach will aid you in getting across the important point that in order to make actual customers out of potential ones in a highly competitive market, an advertiser must first respond to the psychological needs of those customers. For since many merchants handle very similar product lines, the real difference in their sales effectiveness lies less in their merchandise than in how well they are able to assess and appeal to the emotional requirements of their audience.

Point out first to your client the "loaded" quality of the line, "All The Comforts Of Home." Be sure that he understands, clearly and consciously, how many unconscious responses this line evokes. Explain how it sets up a condition of psychological receptivity which prepares the listener's mind for the message of the lyrics. Then go on to detail how the lyrics communicate the message that the listener's home is an expression of his personality and therefore an extension of himself. Follow this by showing your client that this communication establishes the sales-producing idea that the listener needs your client's products to make his house the kind of desirable reflection of himself that he wants it to be--to make it a truly comfortable home.

Remember that these lyrics do much more than simply elaborate upon the variety to be found in the merchandise itself. They also flatter the listener by implying that if his home furnishings do not presently reflect his personality and superior level of taste, well, that is only because he has been unable to find the

MASTERPLAN

CAMPAIGNS

particular items which will meet his exacting standards. Further, they promise the listener that _____ Furniture is not only a place where he can find these items, but also a place where he will be listened to and taken seriously, a place where people will care about his needs and no one will try to hard-sell him. These lyrics make the essential connection between physical and psychological comfort. They achieve effectiveness as a selling tool by linking the unique requirements of the customer with your client's unique ability to meet those needs.

Emphasize, too, the importance of music in commercial communication. Remind your client of the proven power of music as a highly effective element of primary message recognition in advertising. Stress the immense identification value of a tune which listeners will immediately equate with his establishment and products. Remind him that many radio listeners tend to mentally edit out the "plain talk" that they hear over the air and that a message either accompanies by or set to music therefore greatly strengthens product identification.

Also, don't neglect to point out to your client the benefits of further customization. The arguments in favor of tailoring the "Comforts Of Home" campaign to a client's distinctive marketing needs are not far to seek. For instance, an Ethan Allen dealer could obviously benefit from customization which would not only emphasize psychological/physical comfort in the ways mentioned above, but could also introduce a specific appeal to solid comfort--an appeal based on the value of tradition, continuity, etc. Conversely, a specialist in contemporary designs might wish to target a younger, more "with it" audience. The possibilities are virtually endless. Be sure not to overlook this opportunity to help your client maximize the sales potential of "All The Comforts Of Home."

SUMMARY

In closing the points to keep in mind when presenting the "All The Comforts Of Home" campaign to your client are as follows:

- * Remember that the strength of the campaign lies in the images of home which it stirs in the listener's mind. Home should be a place of comfort, warmth, beauty, security, etc.--and it can be all those things with the help of advice and merchandise from _____ Furniture.

MASTERPLAN

CAMPAIGNS

- * Remember, too, that the lyrics for "All The Comforts Of Home" strengthen the campaign's appeal by flattering the listener through their emphasis on his uniqueness and good taste--and the interaction of these qualities with the particular attitude, services, and goods offered by your client.
- * Stress the product recognition and identification value of music.
- * Make your client fully aware of the benefits of customization. Be sure that he fully understands that individual tailoring of "All The Comforts Of Home" to the specifics of his market can enhance even further the sales potential of an already strong campaign.

There's no doubt about it--properly promoted, "All The Comforts Of Home" is a campaign whose sales results will make you and your client more than comfortable.



CAMPAIGNS

"ALL THE COMFORTS OF HOME"

(A5070 - flowing contemporary mood)

Demonstrated For: Furniture Store

Customized Line: "Depend on us"

LINE:

1. "Come to us,
2. *Depend on us* for all the comforts of home.
3. Furniture with superb design,
4. The colors that you couldn't find.
5. Come to us,
6. *Depend on us* for all the comforts of home.
7. You want comfort that reflects your personality
8. We make suggestions and the advice is free.
9. Chairs and tables, lamps and beds,
10. Rugs and drapes to turn your head.
11. Come to us,
12. *Depend on us* for all the comforts of home."

CUT

1. :60 - CAMPAIGN SONG - Customized for demonstration purposes
2. :60 - Generic version - Full vocal
3. :60 - EXTENDER SPOT 1 - "BLABBERMOUTH"
4. :60 - Generic version
5. :60 - EXTENDER SPOT 2 - "BUT YOU JUST GOT HERE"
6. :60 - Generic version
7. :60 - EXTENDER SPOT 3 - "MUSICAL CHAIRS"
8. :60 - Generic version

CAMPAIGN SONG additional versions

9. :60 - :02 intro./:28 voc./:19 bed/:09 voc. close
10. :60 - :02 intro./:09 voc./:38 bed/:09 voc. close
11. :60 - :48 bed/:09 voc. close
12. :30 - Full vocal
13. :30 - :02 intro./:08 voc./:10 bed/:09 voc. close
14. :30 - :20 bed/:09 voc. close
15. :10 - Full vocal
16. :60 - instrumental
17. :30 - instrumental
18. :10 - instrumental

LINES:

- (1-6) (11-12)
 (1-2) (11-12)
 (11-12)
 (1-6)
 (1-2) (5-6)
 (5-6)
 (11-12)



CAMPAIGNS

"ALL THE COMFORTS OF HOME"

EXTENDER #1: "BLABBERMOUTH"

For a customized sample, see:
DISC 35, SIDE 2, CUT 3

:60 SCRIPT - Requires Male

FX: WATER DRIPPING IN DUNGEON/CREAKING DOOR OPENS

MALE 1: "Well, Armstrong, are you and your ladyfriend ready to talk?"

FEMALE: "Never, Count Krolov!"

YOU: "Let's not be hasty, Dale."

MALE 1: "I must admit that I admire Miss Arbunkle's spunk."

FEMALE: "And I deplore your furnishings, Count!"

YOU: "Now, Dale, was that nice?"

MALE 1: "But she's right, Armstrong! You, with your fancy house and comfortable furniture. Me with dark caves and dank dungeons...But that will all change, once you tell me what I want to know."

YOU: "Which is?"

MALE 1: "I want to know the name of...where you buy your furniture."

FEMALE: "Fat chance, Krolov."

YOU: "Now, Dale, what's wrong with telling the Count that I get all my furniture from _____?"

MALE 1: "Really?"

YOU: "Of course. _____ has a complete selection of furnishings for the home all reasonably priced."



CAMPAIGNS

"ALL THE COMFORTS OF HOME"

EXTENDER #1: "BLABBERMOUTH"

page 2

MALE 1: "Ah-ha, at last I know the secret of a comfortable home."

YOU: "Oh, it's no secret, Count."

FEMALE: "Thank's to you, Blabbermouth."

YOU: "Say, Count, could you do something about Miss Arbunkle?"

MALE 1: "Ummhm."

FEMALE: "(GAGGED) Ugh...mmmph...hmmmp..."

YOU: "Thanks...Now maybe you could let me go so I can drive you over to _____."

MALE 1: "Of course."

YOU: "They've got a sofa and chair set that would be perfect voer by the hot coals...(FADE)"



CAMPAIGNS

"ALL THE COMFORTS OF HOME"

EXTENDER #2: "BUT YOU JUST GOT HERE"

For a customized sample, see:
DISC 35, SIDE 2, CUT 5

:60 SCRIPT - Requires Male

FX: ROCK CONCERT CONCLUSION

YOU: "Great concert."

FEMALE: "Oh, wow, yeah."

YOU: "How 'bout coming up to my apartment?"

FEMALE: "Oh, mine's closer."

YOU: "Okay."

FX: TRANSITION/KEY SEQUENCE/DOOR OPENS/LIGHT SWITCH

FEMALE: "Ta-ta! What'd you think."

YOU: "Great...It's amazing what you can do with...
What are those?"

FEMALE: "Orange crates."

YOU: "I should've guessed."

FEMALE: "I knew you'd like it. Just make yourself
comfortable. I'll only be a minute."

YOU: "It'll seem like a year."

FEMALE: "What?"

YOU: "Uh...quite all right, dear. (FILTERED)
This place looks like it was decorated in early
Transylvanian. Thank goodness I got all my
furniture from _____. I was able to
find everything in styles that really compliment
my taste. It's like they say... _____
really does have all the comforts of home."

MASTERPLAN

CAMPAIGNS

"ALL THE COMFORTS OF HOME"

EXTENDER #2: "BUT YOU JUST GOT HERE"

Page 2

FEMALE: "What did you say?"

YOU: *"Oh...Just...uh...Look at the time, I must
be going home."*

FEMALE: "Oh, but you just got here."

YOU: *"Yes...But...uh...You see, I just remembered
that tonight was the night I had to...uh...wax...
my dog."*

FEMALE: "Wax your dog?"

YOU: *"Wash and wax."*

FEMALE: "Your dog?"

YOU: *"Right. Well, maybe some other time...
Later ...Bye!"*

FX: DOOR OPENS AND CLOSES

FEMALE: "Oh wow, wax his dog?"

MUSIC:

MASTERPLAN

CAMPAIGNS

"ALL THE COMFORTS OF HOME"

EXTENDER #3: "MUSICAL CHAIRS"

For a customized sample, see:

DISC 35, SIDE 2, CUT 7

:60 SCRIPT - Requires Male or Female

YOU: *"Does this happen to you? Whenever guests come to your home, do you find yourself playing a game of...musical chairs, because of old, worn-out furniture?"*

FX: TWO COUPLES

FEMALE: (WHISPERED)"Don't let him sit in that chair.

It's got the broken spring."

MALE 1: "Stop!"

MALE 2: "What?"

MALE 1: "You can't sit in that chair. It's Skippy's"

MALE 2: "Skippy's?"

MALE 1: "Our dog, and he doesn't like anyone sitting in it."

MALE 2: "Your dog's chair?"

MALE 1: "Yeah...He's uh...uh...Doberman. Mean."

MALE 2: "Okay, okay, I'll sit over here."

FEMALE: (WHISPERED)"Not that one. The fabric's torn."

MALE 1: "Wait...Uh...We just...uh...painted that chair."

MALE 2: "You painted upholstery?"

MALE 1: "Whole new process. I tell you what...Let's go sit on the patio."

MALE 2: "It's raining outside."

MALE 1: "We'll take umbrellas. Dear, get the umbrellas."

FX: TRANSITION AWAY

YOU: *"Come to _____ and stop playing musical*

MASTERPLAN

CAMPAIGNS

"ALL THE COMFORTS OF HOME"

EXTENDER #3: "MUSICAL CHAIRS"

Page 2

YOU: (cont.) "chairs. _____ has a complete selection of furniture for every room in your house, and its all reasonable priced every day."

FX: RAINING

MALE 1: "I wouldn't sit in that porch wing, Howard. The chain is..."

FX: SOUND OF SOMETHING FALLING INTO WATER

MALE 1: "broken."

FX: FADE

YOU: "Come to _____, and find all the comforts of home."

MUSIC:

MASTERPLAN

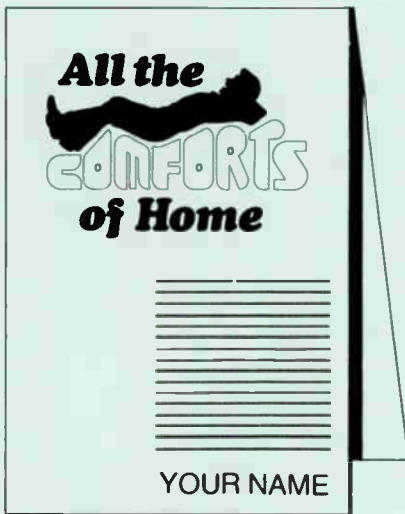
USE OF ARTWORK FOR THE “ALL THE COMFORTS OF HOME” CAMPAIGN

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And, though they are provided in black, a printer may reproduce the element in whatever color is specified.

Suggested layouts using the “All The Comforts Of Home” graphics follow:



On a counter card.



On a Billboard



On a TV slide.



On a Lapel Pin

All the

COMFORTS
of Home

All the

COMFORTS
of Home

All the

COMFORTS
of Home

All the

COMFORTS
of Home

MASTERPLAN



A NEW WAVE VISUAL

General Retail Campaign

MASTERPLAN

"THE TRENDSETTERS"

CAMPAIGNS

OBJECTIVE

Are today's consumers as "trend-conscious" as those of days gone by? The answer is a resounding "yes!" For example, concerning fashions, 54% of the women and 43% of the men believe it's important to keep up with fashion. Another indication in this area is that 81% of all women and 72% of all men feel dressing well is important.

And such "trend consciousness" is by no means limited to clothing. Cars, appliances, homes, everything that touches the lives of your customers is influenced to some degree by trends. But the days of being "trendy" for status sake are gone. Trends today are more complicated, usually arising from a need for personal expression and growth. In order to be successful, you must fully understand and acknowledge in your advertising the implications of this condition.

STRATEGY & EXECUTION

Just as you would no more think about blurting out, "I'm trendy" at a social gathering, neither can your advertising in the arena of public opinion. Without proper support, such a statement would have a tendency to sound like so much "hype," a definite turn-off.

You must precede such a claim with justification, and this must be stated in terms that deal with the benefits of "trend-setting" from the perspective of your customers, both current and potential. Of what importance is "trend-setting" to the shopper? Well, according to the figures we gave concerning fashions, "trend-consciousness" has a great deal of bearing on buying decisions.

Your new image of "THE TRENDSETTERS," presented here, makes the case for your claim by stressing the importance of trend-setting to the listener. This is done by establishing a correlation between trend-consciousness, upward mobility (the average consumer, when asked, will generally place himself or herself in at least one socio-economic class above their actual standing), and your store.

Listen to how the lyrics energetically weave your message into a musical profile of your customer. This is life-style identification at its best, using music, long recognized as one of the most effective advertising elements for primary message registration, as your main vehicle.

MASTERPLAN

"THE TRENDSETTERS"

CAMPAIGNS

But, realizing there are "more than one way to skin a cat," your campaign offers a variety of methods for getting from here to there. Among them are the campaign extenders provided, three sixty second commercials that further the importance of your "TRENDSETTERS" position.

Also included in the campaign package is camera-ready artwork that enables you to use the theme in all of your print advertising, from sales tags and point-of-purchase to direct mail flyers and billboards, to maintain theme consistency, a crucial consideration to successful marketing.

A campaign song, three extenders, and artwork, all ready right now to begin solidifying your image in the marketplace as "THE TRENDSETTERS."

SUMMARY

Here, in a form of a recap, are the key points to your campaign.

- * Trend-consciousness, far from diminishing in recent years, is on the increase.
- * In order to effectively utilize this condition for your advertising efforts, you must establish the relationship between yourself, your customers, and trends.
- * "THE TRENDSETTERS" helps you promote this correlation with one of the most powerful motivators in modern advertising, music.
- * In addition to music, you also receive spoken commercials and artwork to maintain theme consistency in all of your advertising.
- * Frequency in advertising can be maintained at a low cost because of the many ready-to-use components available in your campaign package.

"THE TRENDSETTERS" can help establish a winning trend for you!

MASTERPLAN

DISC 36, SIDE 1

CAMPAIGNS

"THE TRENDSETTERS"

(A5073 - contemporary rhumba)

DEMONSTRATED FOR: department store

CUSTOMIZED LINE: "Dillard's Department Store"

LINE:

1. "Hey, trendsetter - you go-getter,
2. You make a statement, you sing a new song!
3. Hey, trendsetter - you go-getter,
4. Makin' things happen, movin' things along,
5. We're right with you - we're trendsetters, too!
6. *Together we can be the trendsetters!*
7. Hey, trendsetter, nothin' suits you better
8. Than to start a trend, give the rules a bend,
9. Whatever you intend to do -
10. We're setting trends with you -
11. *Together we can be the trendsetters!"*

CUT:

1. :60 - CAMPAIGN SONG - Customized for demonstration purposes
2. :60 - CAMPAIGN SONG - Full vocal
3. :62 - EXTENDER SPOT #1 - "TRENDHOLIC" - Customized version
4. :62 - EXTENDER SPOT #1 - Generic version
5. :60 - EXTENDER SPOT #2 - "HALF OFF" - Customized version
6. :60 - EXTENDER SPOT #2 - Generic version
7. :60 - EXTENDER SPOT #3 - "COMMERCIAL" - Customized version
8. :60 - EXTENDER SPOT #3 - Generic version

CAMPAIGN SONG - additional versions:

- | | LINES: |
|---|--------------|
| 9. :60 - :04 intro/:08 vocal/:25 bed/:23 vocal close | (1-2) (7-11) |
| 10. :60 - :04 intro/:08 vocal/:42 bed/:06 vocal close | (1-2) (11) |
| 11. :60 - :54 bed/:06 vocal close | (11) |
| 12. :30 - Full vocal | (1-6) |
| 13. :30 - :04 intro/:08 vocal/:12 bed/:06 vocal close | (1-2) (6) |
| 14. :30 - :24 bed/:06 vocal close | (6) |
| 15. :11 - Full vocal | (10-11) |
| 16. :60 - Instrumental | |
| 17. :30 - Instrumental | |
| 18. :11 - Instrumental | |

MASTERPLAN

CAMPAIGNS

"TRENDSETTERS"

EXTENDER 1: "TRENDAHOLIC"

For customized sample, see:
DISC 36, Side 1, CUT 3

:60 SCRIPT - Requires: Male or Female

FX: CROWD REACTION THROUGHOUT

YOU: *Just step right up to the microphone.*

VOICE: "Uh, do I have to use my, uh, real ... name?"

YOU: *Not if you don't want to.*

VOICE "Okay, uhm, hello. My name is, uh, Kelsey King,
and I'm a ... trendaholic. Oh, I'm better now ..."

YOU: *Since you've been visiting _____
_____, home of "The Trendsetters?"*

VOICE: "That's right. But for years before that I was
the worst kind of ... fashion abuser. I spent all
my time ... and money ... running from one boutique
to another. What can I say? I was hooked."

YOU: *Tell us about what brought you to your senses, and*
_____.

VOICE: "The end finally came that night at the club ... I
was dancing in my new dress with the ... electric
sequins ... when all of a sudden ... blam ... I blew
a fuse. It was a ... shocking ... experience."

YOU: *I know. Everyone here has had a similar experience.
But what changed our lives ... and style ... was the
we discovered _____ . Thank*

(continued)

MASTERPLAN

CAMPAIGNS

"TRENDSETTERS"

EXTEMER 1: "TRENDAHOLIC"
(continued)

YOU: _____ . Now, shall we all stand
and sing the _____ "Trendsetters"
song.

MASTERPLAN

CAMPAIGNS

"TRENDSETTERS"

EXTENDER 2: "HALF OFF"

For customized sample, see:
DISC 36, SIDE 1, CUT 5

:60 SCRIPT - Requires: Female

FX: PARTY BACKGROUND

VOICE: "Excuse me?"

YOU: *Yes?*

VOICE: "You're half off."

YOU: *I'm what?*

VOICE: "Half off. It says so on the tag on the back of your dress."

YOU: *Oh, I'm so embarrassed. You see, I got this dress today at _____, and I just had to wear it to this party. I guess I ... overlooked the tag.*

VOICE: "No harm done. Here, let me get it for you."

YOU: *Thanks.*

VOICE: "Here you go. It is a nice dress."

YOU: *Thank you.*

VOICE: "Half off."

YOU: *What?*

VOICE: "I was just wondering if you buy all your dresses on sale."

YOU: *Oh no, I buy all my dresses at _____.*

VOICE: "Come on."

YOU: *No, no, it's true. The other stores are all so faddish.*

MASTERPLAN

CAMPAIGNS

"TRENDSETTERS"

EXTENDER 2, "HALF OFF"
(continued)

YOU: *They've got one thing this week, and something else next. _____ sets trends. And when _____ has a sale, like the one going on now ... Well ... I just go a little crazy.*

VOICE: *"Oh ... So you really are ... half off? (LAUGH)"*

YOU: *(LAUGH) Well, when it comes to fashion, I'm all for*
_____.

MASTERPLAN

CAMPAIGNS

"TRENDSETTERS"

EXTENDER 3: "COMMERCIAL"

For customized sample, see:
DISC 36, SIDE 1, CUT 7

:60 SCRIPT - Requires: Male

FX: FOOTSTEPS IN STUDIO

VOICE 1: "So this is where you work."

YOU: *Right. This is the microphone, and over there is ...*

FX: PAPER RUSTLING

VOICE 1: "Uh, what's this?"

YOU: *Oh, that's the script for _____,
I'll be doing that today.*

VOICE 1: "Can I read it?"

YOU: *Well, I don't see why not.*

VOICE 1: "They're having a sale!"

YOU: *Yeah, it's one of _____'s biggest
sales of the year. They're selling their entire stock
of fall and winter fashions for up to 60% off the
regular prices.*

VOICE 1: "Uh, you can't read this."

YOU: *What?"*

VOICE 1: "I mean ... you've got to promise me you won't tell
anyone about this until after I've gone in there to
see what they've got."

YOU: *I can't do that. Listen, I'm paid to do the _____
_____ commercials.*

VOICE 1: "Well ... Maybe you could do the commercial, but just

(continued)

MASTERPLAN

CAMPAIGNS

"TRENDSETTERS"

EXTENDER 3: "COMMERCIAL"
(continued)

VOICE 1: "not say where the sale is."

YOU: *That's impossible! It's right here in the script
"Going on now at all _____
locations.*

VOICE 1: "What's this?"

YOU: *Oh, well, that's our sound effects library. Look
I'd really like to ...*

VOICE 1: "No time to talk. Just show me how it works."

YOU: *(FADING DOWN UNDER TRANSITION) Oh ... Sure ... See,
over ...*

VOICE 2: "Okay, let's listen to that last part again."

FX: ON TAPE

YOU: *Save up to sixty percent on all fall and winter
fashions, now at ...*

VOICE 2: "I don't know about you, but I thought the train
effect was just a little loud.

VOICE 1: "Sounded fine to me."

MASTERPLAN

USE OF ARTWORK FOR THE "WE'RE THE TREND SETTERS" CAMPAIGN

The "slick proofs" ("slicks") enclosed for "We're the Trend Setters" represent "camera-ready" art. They are ready for use in reproducing printed materials.

While various sizes are provided, any one of the elements may be reduced or enlarged photographically to the precise size required.

And, though they are provided in black, a printer may reproduce the element in whatever color is specified.

Suggested layouts using the "We're the Trend Setters" graphics follow:



On a counter card.



On a Billboard

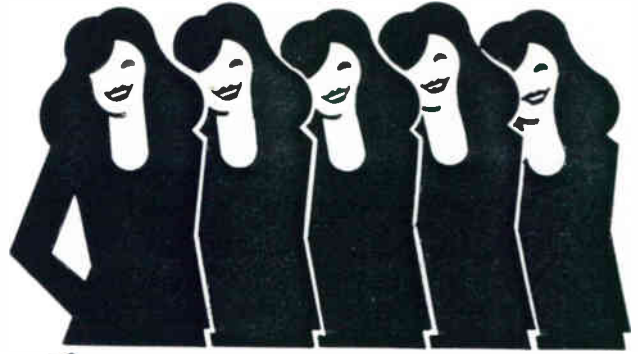


On a TV slide.

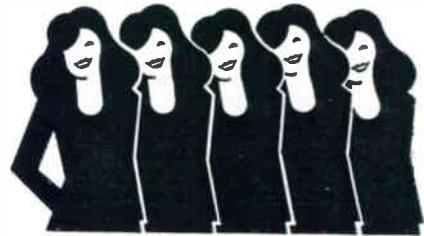


On a header card.

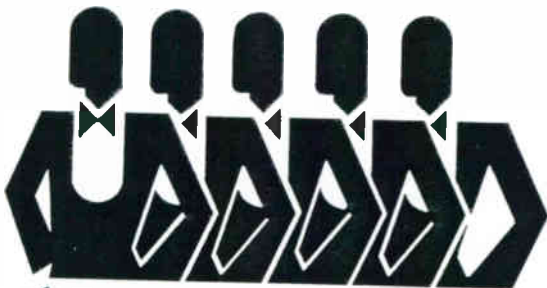




We're the **TRIEND
SETTERS**



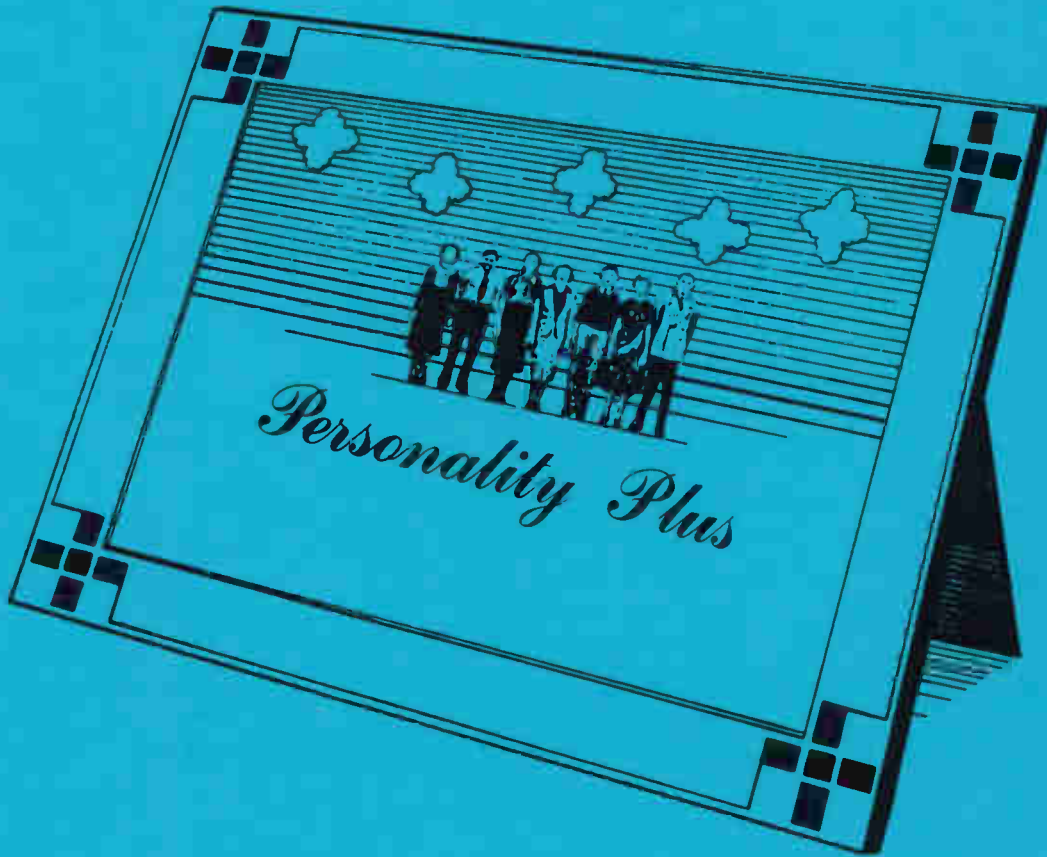
We're the **TRIEND
SETTERS**



We're the **TRIEND
SETTERS**



MASTERPLAN



A NEW WAVE VISUAL

Bank Campaign

MASTERPLAN

"PERSONALITY PLUS"

CAMPAIGNS

OBJECTIVE

Premiums, free checking, and the percentage of interest on passbook savings accounts* aside, what is a bank? Is it simply four walls, a vault, and a collection of tellers' cages, or, perhaps as bank robber Willie Sutton might have defined it, "where the money is"?

A bank is more than this. It's a delicate balance of services, and the people who provide them. In these times of uncertain economic conditions, where one week the prime interest rate is up, and the next it's down (though never quite as low as it was before, or so it seems), it's risky for a bank to build an advertising image on such transient elements as new car loans or higher interest rates.

What then? What kind of image can stand up to the constantly changing financial climate?

"PERSONALITY PLUS."

STRATEGY & EXECUTION

Remember our definition of a bank? A delicate balance of services, and the people who provide them. In the end, this is what a bank has to offer, and while the services may change to match economic conditions, people don't. A warm smile, a firm handshake and the ability to adapt to a particular situation will beat out a cold, unfeeling cash machine practically every time.

That's what this campaign image is all about. Your people are your greatest asset, and "PERSONALITY PLUS" makes this point in a powerfully memorable way...with music, long recognized as one of the most potent advertising elements for establishing an image and primary message registration.

And, while emphasizing the importance of your people, the "PLUS" of "PERSONALITY PLUS" can also be employed to highlight the special features or services you have to offer at the moment. "PERSONALITY PLUS" provides you with a steady positioning platform that lets you react instantly to changing market without doing a full 360 degree turn-around on your advertising. And consistency is crucial to the success of any advertising program.

*substantial penalties required for early withdrawals.

MASTERPLAN

"PERSONALITY PLUS"

CAMPAIGNS

In addition to the memorable campaign song, you also receive three campaign extenders: fully produced institutional commercials that help further the image of "PERSONALITY PLUS" once the campaign song has been established. Plus, your campaign package includes camera-ready artwork for the theme that can be used in all of your print material, again for theme consistency.

"PERSONALITY PLUS" is ready now to begin working for you, in establishing the importance of both your people and services.

SUMMARY

The following is a quick recap of the major objectives and benefits of your "PERSONALITY PLUS" campaign.

- * What is a bank? It's a delicate balance between the services offered and the people who provide them.
- * Your "PERSONALITY PLUS" campaign quickly establishes this inter-relationship with music, one of the most effective advertising elements for building image and primary message registration.
- * Your "PERSONALITY PLUS" campaign also provides you with ready-to-use support materials, such as three extender commercials and artwork.
- * The real benefit of your "PERSONALITY PLUS" campaign is that it allows you to react quickly to changing market conditions without destroying your carefully built image.
- * Theme consistency, a vital element to effective advertising, can be maintained because of "PERSONALITY PLUS's" adaptability.



CAMPAIGNS

"PERSONALITY PLUS"

(A5072 - easy MOR arrangement)

DEMONSTRATED FOR: BANK

CUSTOMIZED LINE: "Western National Bank"

LINE:

1. "You know us - personality plus,
2. Givin' all our energy to everything a bank should be,
3. You know us - personality plus,
4. Small enough to be a friend,
5. Big enough to extend
6. Every service to you,
7. *Personality Plus*, that's us!
8. Personality plus means we're so convenient,
9. Personality plus, in everything we do,
10. Personality plus, we do it all on you account,
11. We've go personality and lots of plusses for you!
12. You know us - *personality plus*,
13. Personality Plus, that's us!

CUT:

1. :60 - CAMPAIGN SONG - Customized for demonstration purposes
2. :60 - CAMPAIGN SONG - Full vocal
3. :60 - EXTENDER SPOT #1 - "PERSONALITIES" - Customized version
4. :60 - EXTENDER SPOT #1 - Generic version
5. :62 - EXTENDER SPOT #2 - "REAL PERSONALITIES" - Customized version
6. :62 - EXTENDER SPOT #2 - Generic version
7. :60 - EXTENDER SPOT #3 - "CANNED PERSONALITIES" - Customized version
8. :60 - EXTENDER SPOT #3 - Generic version

CAMPAIGN SONG - additional versions

9. :60 - :04 intro/:26 vocal/:20 bed/:10 vocal close
10. :60 - :04 intro/:12 vocal/:33 bed/:10 vocal close
11. :60 - :50 bed/:10 vocal close
12. :30 - Full vocal
13. :30 - :04 intro/:10 vocal/:11 bed/:05 vocal close
14. :30 - :25 bed/:05 vocal close
15. :10 - Full vocal
16. :60 - Instrumental
17. :30 - Instrumental
18. :10 - Instrumental

LINES:

- (1-7) (12-13)
 (1-3) (12-13)
 (12-13)
 (1-7)
 (1-3) (7)
 (7)
 (12-13)

MASTERPLAN

CAMPAIGNS

"PERSONALITY PLUS"

EXTENDER 1: "PERSONALITIES"

For customized sample, see:
DISC 36, SIDE 2, CUT 3

:60 SCRIPT - Requires Male

YOU: *Oh, Dowd.*

VOICE 1: "Yes, sir."

YOU: *I've been meaning to talk with you about your idea for _____'s "Personality Plus" campaign. I don't know about ...*

VOICE 1: "Using personalities to promote "Personality Plus" right? Too expensive. I've found someone who can do them all ... Come in."

YOU: *Who ... I know this person ... Don't I?*

VOICE 1: "Just wait'll you hear these. Okay, do the first one."

VOICE 2: (WALTER BRENNAN) "He-he-he ... I like a bank with real character ... Yes, sir ... real character, just like me. That's why I choose the bank with "Personality Plus."

YOU: *That's ... very good ... But you've missed the point of _____'s "Personality Plus" image.*

VOICE 1: "Not another word ... Until you've heard this one."

VOICE 2: (JACK BENNY) "Well ... I never ... until I put my money in the bank with "Personality Plus." Now I can afford to ... whenever I want. Oh, Rochester."

(continued)

MASTERPLAN

CAMPAIGNS

"PERSONALITY PLUS"

EXTENDER 1: "PERSONALITIES" (continued)

YOU: *But, Dowd, _____ 's "Personality Plus" isn't for personalities! It's for people, by the people ...*

VOICE 2: (HEAVY ECHO) "And of the people, shall not perish from the earth."

VOICE 1: "Not now! Wait for me outside."

YOU: *No, Dowd, we need something ... unique ... for _____ 's "Personality Plus."*

VOICE 1: "Right."

YOU: *And, Dowd?*

VOICE 1: "Yes?"

YOU: *Who was that with all the voices?*

VOICE 1: "Oh, that was Miss Everett from the typing pool."

YOU: *Miss Everett?*

MASTERPLAN

CAMPAIGNS

"PERSONALITY PLUS"

EXTENDER 2: "REAL PERSONALITIES"

For customized sample, see:
DISC 36, SIDE 2, CUT 5

:60 SCRIPT - Requires: Male

FX: KNOCK AT DOOR

YOU: *Come in.*

FX: DOOR OPENS

YOU: *Yes, Dowd. What fantastic idea have you come up with this time to promote _____'s "Personality Plus" image?*

VOICE 1: "I call it, 'Real Personalities.'"

YOU: *What?*

VOICE 1: "Each week we feature different ... real personalities doing different ... real things. It can't miss because it's so ... so ... "

YOU: *Weird?*

VOICE 1: "No, sir ... REAL! Just wait'll you see the line-up for the first week!"

YOU: *Dowd, what we want to show is _____'s real interest in it's customers."*

VOICE 1: "Here's little ten year old Sally Martin, who's memorized the entire Miranda Warning while tap-dancing. Hit it, Sally."

YOU: *No, wait, Dowd!*

VOICE 1: "You are under arrest. Before we ask you any questions, you must understand what your rights

(continued)

MASTERPLAN

CAMPAIGNS

"PERSONALITY PLUS"

EXTENDER 2: "REAL PERSONALITIES"
(continued)

VOICE 2: "are. You have the right to remain silent. (under)
You are not required to say anything to us at any
time or answer any questions. Anything you say can
be used against you in court. You have the right to
talk to a lawyer for advice before we question you,
and have him with you during questioning. If you
cannot afford a lawyer and want one, a lawyer will
be provided for you. If you want to answer questions
now without a lawyer present, you will still have the
right to stop answering any time. You also have the
right to stop answering at any time until you talk to
a lawyer."

YOU: *Dowd! _____ 's "Personality Plus" is
real without any of this!*

VOICE 1: "Here's Herbert Leftwich who can gargle 'Lady of
Spain' with prune juice! Take it away, Herbert!"

FX: GARGLING "LADY OF SPAIN"

YOU: *Out, Dowd! People will just have to discover
_____ 's "Personality Plus" on their
own!*

VOICE 1: "And we close with the Mason brothers, who will eat
a late model luxury car from bumper to bumper! If

(continued)



CAMPAIGNS

"PERSONALITY PLUS"

EXTENDER 3: "CANNED PERSONALITY"

For customized sample, see:
DISC 36, SIDE 2, CUT 7

:60 SCRIPT - Requires: Male

FX: KNOCK AT DOOR

YOU: Come in.

FX: DOOR OPENS

*YOU: Oh, Dowd, it's you. What ... scheme ... are
you planning for _____'s
"Personality Plus" campaign this time?*

VOICE 1: "I'd like you to meet Lionel Featherstone."

YOU: Uh, huh.

VOICE 2: "I can see you're a busy man, so I'll come
right to the point ... I am the inventor and
sole distributor for this marvel of modern
technology, the fully-automated Whizzo amaza-
tronic bank teller."

*YOU: And how will this ... Whatchamacallit help
_____ express the idea of
friendly personal service.*

VOICE 2: "I was just coming to that ... Yes ... Whizzo
here will replace people ... Make the bank fully
automated."

*YOU: No, no, no ... The people are what makes _____
_____ so personal.*

(continued)

MASTERPLAN

CAMPAIGNS

"PERSONALITY PLUS"

EXTENDER 3: "CANNED PERSONALITY" (continued)

VOICE 2: "You want personality ... You've got it ... Be personable, Whizzo."

VOICE 3: (SEXY ELECTRONIC) "Hi, there, big boy."

YOU: *It's not the same.*

VOICE 2: "The same as what?"

YOU: *As people. _____'s people.*

VOICE 2: "How observant! I can see you're nobody's fool ... Who would have you? Perhaps I can interest you in the Albert J. Prufock Gold from seawater extractor?"

YOU: *Out, Dowd.*

VOICE 3: "You blew it, Lionel ... Now can I get out of this tin suite? I'm burning up."

YOU: *Remember, Dowd, it's _____'s people that make it the bank with "Personality Plus"!*

MASTERPLAN

CAMPAIGNS

"PERSONALITY PLUS"

EXTENDER 2: "REAL PERSONALITIES"
(continued)

VOICE 1: "you'll look out the window, you'll see they've
already started!"

YOU: *That's my car, Dowd!*

VOICE1: "You're right! It's a bad idea. Now if we can
just get by Gerta's killer chiahuahas in the
lobby."

MASTERPLAN

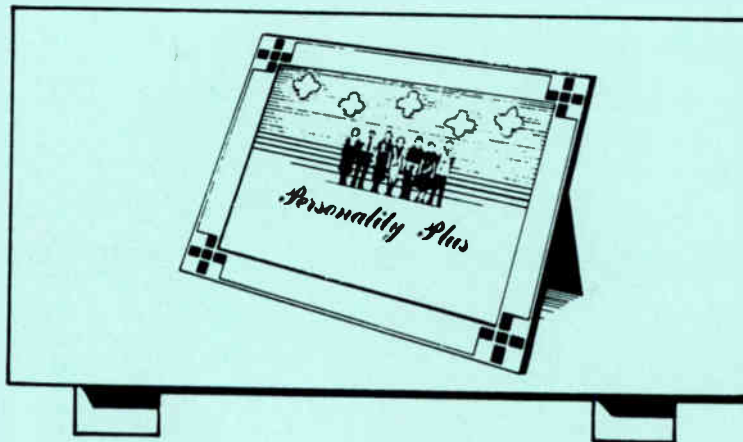
USE OF ARTWORK FOR THE "PERSONALITY PLUS" CAMPAIGN

The "slick proofs" ("slicks") enclosed for "Personality Plus" represent "camera-ready" art. They are ready for use in reproducing printed materials.

While various sizes are provided, any one of the elements may be reduced or enlarged photographically to the precise size required.

And, though they are provided in black, a printer may reproduce the element in whatever color is specified.

Suggested layouts using the "Personality Plus" graphics follow:



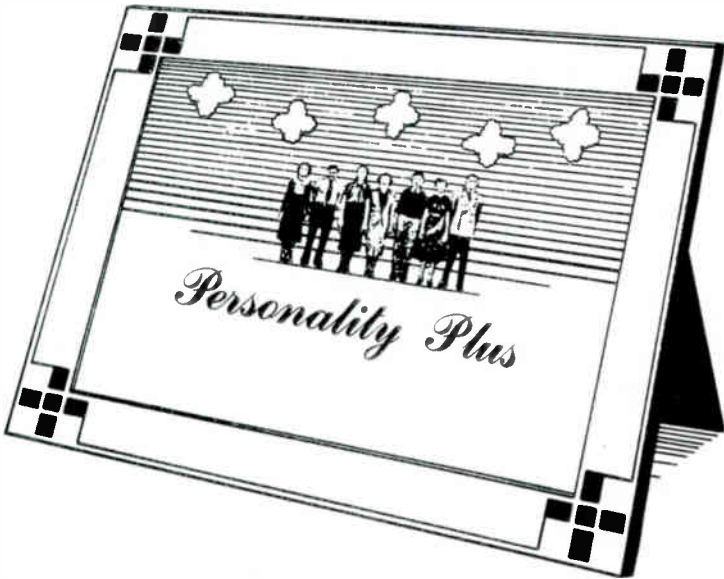
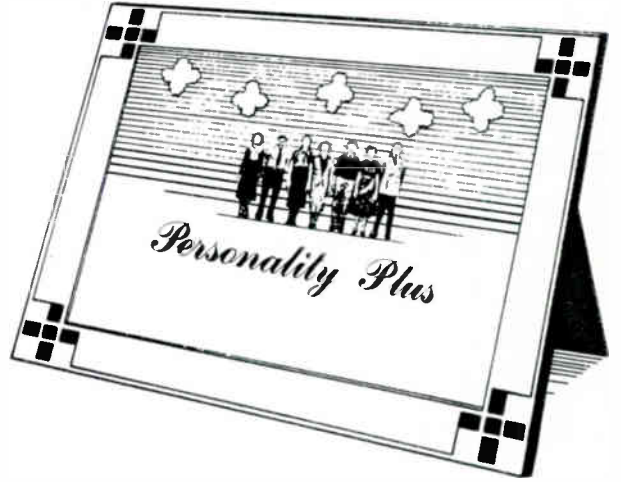
On a Billboard

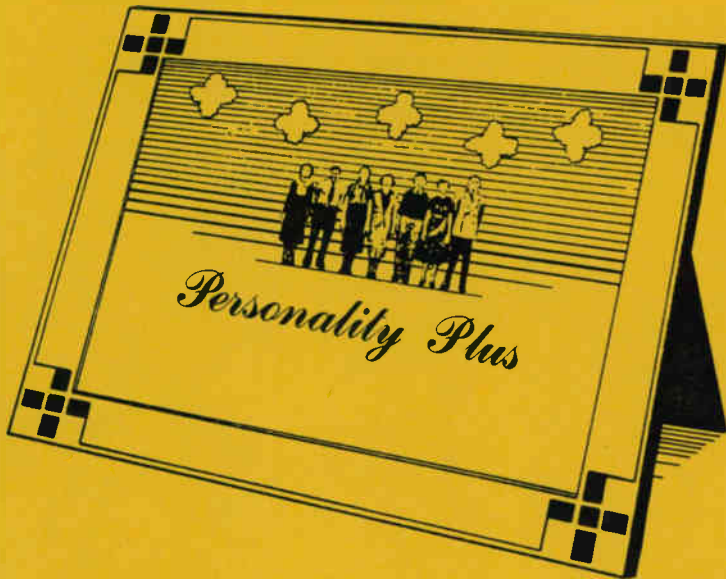


On a TV slide.



On a header card.





MASTERPLAN

*tomorrow's
body
today*



A NEW WAVE VISUAL

Health — Fitness Campaign



"TOMORROW'S BODY TODAY"

CAMPAIGNS

OBJECTIVE

In the past few years, diet books have outsold practically every other type of "how-to" manual on the market. We are in love with the good life, and good foods, and obsessed with the fear of becoming fat.

Sixty-two percent of us are fat, to some extent. All told, we're 2.3 billion pounds overweight. And on an average, we weigh 20.9 pounds more than we should.

But "love handles," "spare tires," and "beer bellies" have no place in our fashion designer world, so they have to go. To that end, sixteen percent of us are currently dieting, and at least thirty-one percent of the public has dieted in the past.

As a Narcissus society, surrounded by the mirrors of public opinion geared towards svelte and sexy, the incentive to get thin and stay that way is already present...omnipresent.

But just as our waistlines have expanded, so has the number of businesses ready to help us shed unwanted pounds. And, consequently, competition between these business has grown. That's why you need the image of "TOMORROW'S BODY TODAY."

STRATEGY & EXECUTION

"TOMORROW'S BODY TODAY," your new campaign song, extends an offer of health and well-being to those of us walking around with weight to spare. Utilizing one of the most persuasive elements available to today's advertiser, music, it draws a desirable picture of what tomorrow can be like.

Musical images, such as your "TOMORROW'S BODY TODAY" campaign, are preferred by national advertisers because testing has shown music to be extremely effective in primary message registration and motivation. Why else would it be used for accounts like Coca-Cola, McDonald's, and others?

Music also matches the lifestyle appeal you're attempting to create, since music is an integral part of contemporary living. This makes music an ideal vehicle for presenting your message of "TOMORROW'S BODY TODAY."

But even the national advertisers don't always depend on music alone to get the job done, and neither do we! That's why your "TOMORROW'S BODY TODAY" campaign has more to offer!



"TOMORROW'S BODY TODAY"

CAMPAIGNS

First, to reinforce the message of "TOMORROW'S BODY TODAY" made by your campaign song, we offer custom extenders; spoken institutional commercials that expand on the basic theme. Not only do these enlarge upon the premise of the campaign, but they also extend the effective life of your image, by giving you a ready source of ideas with which to mingle your campaign song and spots built around specific sales or events.

Next, your "TOMORROW'S BODY TODAY" campaign package includes camera-ready artwork; a logo for your image for use in all your print media, business cards to billboards! This helps maintain theme consistency, a vital factor to increasing the effectiveness of all your advertising.

Now you're ready to tell all those overweight folks what you can do for them, in a memorable way, with your "TOMORROW'S BODY TODAY" campaign.

SUMMARY

And now, a brief review of the advantages of your "TOMORROW'S BODY TODAY" campaign.

- * Your new image utilizes music, long recognized as one of the most effective advertising elements for primary message registration and motivation.
- * Since music is also an integral part of contemporary society, it's value as a vehicle for your message is further increased.
- * Your new campaign comes complete with spoken extenders and artwork, to help maintain theme consistency in all your advertising, as well as extend the effective life of your image.

"TOMORROW'S BODY TODAY" reaches the flabby sixty-two percent of the public with a message that life can be better. Your message. Cut through the clutter and corner more than your share of the market with this highly memorable theme.

MASTERPLAN

CAMPAIGNS

"TOMORROW'S BODY TODAY"

(A-5076 - invigorating uptempo contemporary)

DEMONSTRATED FOR: FITNESS CENTER

LINE:

1. "Tomorrow's body - is healthy, firm and toned!
2. Tomorrow's body - the best you ever owned!
3. It would be great - to start a program new and sound.
4. It's not too late to turn yourself around!
5. *Start building for tomorrow.*
6. Your tomorrow's body can be better than today's!
7. Tomorrow's body - is so easy to achieve.
8. Tomorrow's body - start today and you'll believe!
9. Look fabulous in jeans -
10. You'll make magic on our machines!
11. *Start building for tomorrow - we have so many ways -*
12. So your tomorrow's body can be better than today's!"

CUT:

1. :61 - CAMPAIGN SONG - Customized for demonstration purposes
2. :61 - CAMPAIGN SONG - Full vocal
3. :61 - EXTENDER SPOT #1 - "MOLLIE GOT EVERYTHING EXCEPT..."
4. :59 - EXTENDER SPOT #1 - Generic version
5. :61 - EXTENDER SPOT #2 - "YOU USED TO BE THE FAT LADY"
6. :61 - EXTENDER SPOT #2 - Generic version
7. :61 - EXTENDER SPOT #3 - "SERGEANT'S SURPRISE"
8. :61 - EXTENDER SPOT #3 - Generic version

CAMPAIGN SONG - additional versions:

9. :61 - :03 intro/:28 vocal/:18 bed/:12 vocal close
10. :61 - :03 intro/:11 vocal/:35 bed/:12 vocal close
11. :61 - :49 bed/:12 vocal close
12. :31 - full vocal
13. :31 - :03 intro/:05 vocal/:16 bed/:07 vocal close
14. :31 - :24 bed/:07 vocal close
15. :11 - Full vocal

16. :61 - instrumental
17. :31 - instrumental
18. :11 - instrumental



CAMPAIGNS

"TOMORROW'S BODY TODAY"

EXTENDER 1: "MOLLIE GOT EVERYTHING
EXCEPT..."

For customized sample, see:
DISC 37, Side 1, CUT 3

:60 SCRIPT - Requires: Male or Female

YOU: *Mollie was a little girl who had the best of everything.*

VOICE 1:(CHILD) "Party dresses, a playhouse, a pony, piano lessons, braces for my teeth, orthopedic shoes, glasses."

VOICES: "Nothing's too good for our little Mollie."

YOU: *Yes, Mollie got everything, except...*

VOICE 1:(CHILD) "Noticed."

YOU: *As Mollie grew up, she grew out...*

VOICE 1: "I guess you could say my waistline expanded with my consciousness."

YOU: *In an effort to get back into her clothes, Mollie got into...*

VOICE 1: "Yoga, jogging, and health foods."

YOU: *Of course, all this got Mollie...*

VOICE 1: "Nowhere."

YOU: *Then Mollie heard about _____.*

VOICE 1: "I did? I mean, I did!"

YOU: *Yes. _____'s professional health counselors tailored a fitness program to meet Mollie's specific needs. If you're out of shape, they'll help you get into it. If you're in shape, _____ will see you stay that way.*

VOICE 1: "Gee, I feel terrific! Now with tomorrow's body, I really do have everything!"

(continued)



CAMPAIGNS

"TOMORROW'S BODY TODAY"

EXTENDER 1: "MOLLIE GOT EVERYTHING
EXCEPT..."

(continued)

YOU: *Yes, including ten overdue library books on California dieting, a parking ticket you forgot to pay, and a blind date with...Harold Finster.*

VOICE 2: "Oh, yeah, Harold Finster...I forgot about him."



CAMPAIGNS

"TOMORROW'S BODY TODAY"

EXTENDER 2: "YOU USED TO BE THE FAT LADY"

For customized sample, see:
DISC 37, Side 1, CUT 5

:60 SCRIPT - Requires: Male

FX: CARNIVAL BKG

VOICE: "Ernie, you can't mean this."

YOU: *Sorry, but you're through.*

VOICE: "Ernie, this is Wanda June Jaworski you're talking to...I've given you the best years of my life."

YOU: *It's over. I used to think you lived for the circus, but things have changed. You've changed, and it's all because of _____.*

VOICE: "But I did that for you!"

YOU: *Did I ask you to talk with _____'s health counselors about tailoring a fitness program for you? Well, did I?*

VOICE: "No."

YOU: *I can't stand the way people are staring at you!*

VOICE: "But people have always stared at me!"

YOU: *That's because you're...you were the fat lady! But now it's because...you're beautiful!*

VOICE: "Oh, Ernie, do you mean that?"

YOU: *Yeah. I guess you won't notice me now that you've got tomorrow's body from _____.*

VOICE: "Oh, Ernie, that's not true! You'll always be the only bearded lady in my life!"

YOU: *I know...(falsetto) I know.*

LYRICS: "So your tomorrow's...better than today's!"

MASTERPLAN

CAMPAIGNS

"TOMORROW'S BODY TODAY"

EXTENDER 3: "SERGEANT'S SURPRISE"

For customized sample, see:
DISC 37, Side 1, CUT 7

:60 SCRIPT - Requires: Male or Female

YOU: *Our guest in the studio today is Sergeant Anderson, who'll be discussing his new book, "SIX WEEKS TO A BETTER YOU." You know, that's an unusual name... Sergeant.*

VOICE: *"Not really. A lot of people are named Anderson."*

YOU: *Uh, I see. Yes, well, would you like to tell us about your fitness program?*

VOICE: *"Yes. Like the title says, it takes six weeks. You start by getting up at five thirty and exercising thirty minutes."*

YOU: *So getting up is important?*

VOICE: *"Definitely. Next, it's off to breakfast."*

YOU: *And what do you have?*

VOICE: *"Chipped beef on toast, usually. Uh, next is the twenty-five mile hike."*

YOU: *Well, all this sounds so complicated. To stay in shape I saw _____ . See, _____ 's health counselors tailored a fitness program for me when I first joined, and now I go once or twice a week. Thanks to _____ , I'm enjoying tomorrow's body today.*

VOICE: *"After lunch, you go to the firing range."*

YOU: *Firing range? Wait a minute! Sergeant's not your name! It's your rank! You're a recruiter!*

VOICE: *"Knew I shouldn't have worn the good conduct ribbons with the suit!"*

(continued)



CAMPAIGNS

"TOMORROW'S BODY TODAY"

EXTENDER 3: "SERGEANT'S SURPRISE"

(continued)

YOU: *Well...well I never!*

VOICE: "Would you like to? I've got some forms right here. All you have to do is sign. There's a free pup tent in it for you."

MASTERPLAN

USE OF ARTWORK FOR THE "TOMORROW'S BODY TODAY" CAMPAIGN

The "slick proofs" ("slicks") enclosed for "Tomorrow's Body Today" represent "camera-ready" art. They are ready for use in reproducing printed materials.

While various sizes are provided, any one of the elements may be reduced or enlarged photographically to the precise size required.

And, though they are provided in black, a printer may reproduce the element in whatever color is specified.

Suggested layouts using the "Tomorrow's Body Today" graphics follow:



On a Billboard



On a TV slide.



On a header card.

*tomorrow's
body
today*



*tomorrow's
body
today*



*tomorrow's
body
today*



*tomorrow's
body
today*





TOMORROW'S
BODY
TODAY



TOMORROW'S
BODY
TODAY

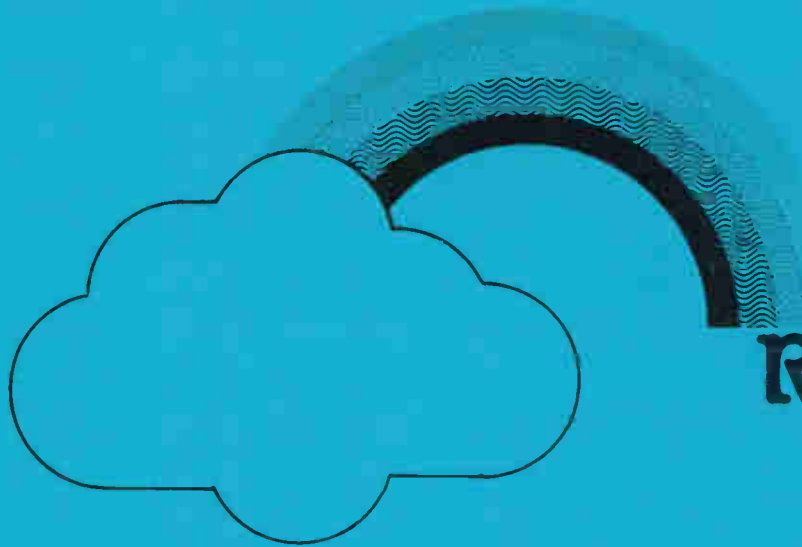


TOMORROW'S
BODY
TODAY



TOMORROW'S
BODY
TODAY

MASTERPLAN



Your
Place at
the end
of the
Rainbow

A NEW WAVE VISUAL

General Retail Campaign



"YOUR PLACE AT THE END OF THE RAINBOW"

CAMPAIGNS

OBJECTIVE

Chances are that, as a child, you were told all manner of wonderful things existed at "the end of the rainbow," ranging from a pot of gold to an entire Emerald City. But then, as you grew older, childhood slipped away, taking with it such fantastic notions. The voids left behind by the absence of fantasy were quickly filled with rational explanations for phenomenon like rainbows, such as light refraction.

Still, somewhere deep inside you, a portion of the child survives. Belief in magic at "the end of the rainbow" lingers on, fueled by hope. This would certainly explain the popularity of the film, "THE WIZARD OF OZ." Released in the waning days of the Great Depression, it projected a hope of better things to come, as expressed by the song, "SOMEWHERE OVER THE RAINBOW." And that hope lives on today!

What would happen if you were to take this element of hope and expand on it? How? By creating an image for your business built on the premise of "better things at the end of the rainbow." The practical and the fanciful combine, enabling you to involve both the adult and child in all of your customers. That's just what we've done for you, with the image, "YOUR PLACE AT THE END OF THE RAINBOW."

STRATEGY & EXECUTION

"YOUR PLACE AT THE END OF THE RAINBOW" incites the imagination of your shoppers, with lyrics that expand of the element of hope, inviting one and all to share it. Instead of remaining just another stop along the shopping route, you become a destination. The hope of finding just the right item combines with the promise of your campaign song to increase traffic through your doors.

As you may know, music is one of the most powerful advertising tools available to you. Research has shown that musical images are unmatched for primary message registration, or getting your message across. Music is also beneficial in motivation. That's why so many national advertisers, like Coca-Cola, McDonald's, and others, rely on music to get their message across.

But to insure the success of your campaign, "YOUR PLACE AT THE END OF THE RAINBOW" doesn't depend on music alone.

MASTERPLAN

CAMPAIGNS

Included with this forceful image song are custom extenders, or spoken institutional commercials, ready to help reinforce the impressions created by your campaign song.

And, to do much the same thing in your print advertising, we've also included a custom logo, camera-ready, for use on your letterhead, point-of-purchase materials, billboards, direct mail, anything!

Nobody needs to emphasize the importance of theme consistency to your advertising efforts. It's crucial toward increasing the effectiveness of your ad budget. And with "YOUR PLACE AT THE END OF THE RAINBOW," we've seen to it that you've got everything you'll need to keep the momentum growing, at the kickoff of your campaign, and for years to come.

SUMMARY

Here, then, is a brief recap of the benefits and philosophy of "YOUR PLACE AT THE END OF THE RAINBOW."

- * The image of "YOUR PLACE AT THE END OF THE RAINBOW" captures the element of hope that exists in all your customers.
- * It forcefully presents this element, utilizing music, the most effect advertising aid for primary message registration and motivation.
- * It comes complete with spoken institutional commercials and artwork to help maintain theme consistency, a crucial factor to the impact of your campaign.

"YOUR PLACE AT THE END OF THE RAINBOW" contains a certain timeless quality that will insure its success for many years to come. Just as hope is ever-present, so will be the popularity of your new theme.

MASTERPLAN

CAMPAIGNS

"YOUR PLACE AT THE END OF THE RAINBOW"

(A-5079 - gentle peaceful mood)

DEMONSTRATED FOR: DEPARTMENT STORE

LINE:

1. "People have looked for such a place since time began,
2. Where they can hold new treasures in the palm of their hand,
3. They've looked everywhere-
4. But at the end of the rainbow there's a fabulous store,
5. At the end of the rainbow - you'll be searchin' no more.
6. *Your adventure place -*
7. Your place at the end of the rainbow.
8. At the end of the rainbow is just the beginning,
9. The end of the rainbow - so much to behold,
10. It's a colorful journey - an easy road,
11. That leads you to our pot of gold.
12. *Your adventure place -*
13. Your place at the end of the rainbow."

CUT:

1. :60 - CAMPAIGN SONG - Customized for demonstration purposes
2. :60 - CAMPAIGN SONG - Full vocal
3. :60 - EXTENDER SPOT #1 - "THE TRUTH ABOUT BABIES"
4. :60 - EXTENDER SPOT #1 - Generic version
5. :60 - EXTENDER SPOT #2 - "I'VE LOST HAROLD!"
6. :60 - EXTENDER SPOT #2 - Generic version
7. :62 - EXTENDER SPOT #3 - "DOROTHY'S DILEMMA"
8. :59 - EXTENDER SPOT #3 - Generic version

CAMPAIGN SONG - additional versions:

9. :60 - :00 intro/:30 vocal/:20 bed/:10 vocal close
10. :60 - :00 intro/:07 vocal/:43 bed/:10 vocal close
11. :60 - :50 bed/:10 vocal close
12. :30 - Full vocal
13. :30 - :00 intro/:07 vocal/:14 bed/:09 vocal close
14. :30 - :21 bed/:09 vocal close
15. :10 - Full vocal

16. :60 - instrumental
17. :30 - instrumental
18. :10 - instrumental

MASTERPLAN

CAMPAIGNS

"YOUR PLACE AT THE END OF THE RAINBOW"

EXTENDER 1: "THE TRUTH ABOUT BABIES"

For customized sample, see:
DISC 37, Side 2, CUT 3

:60 SCRIPT - Requires: Male

CHILD: "Daddy?"

YOU: *Yes, sweetie?*

CHILD: "Can I ask you something...important?"

YOU: *Sure.*

CHILD: "Is there really a pot of gold where you work?"

YOU: *A pot of gold at _____? What gave you that idea?*

CHILD: "Well, mommy told me a story about a pot of gold at the end of the rainbow, and..."

YOU: *And you thought that because _____ says it's your place at the end of the rainbow, it must have a pot of gold, right?*

CHILD: "Yeah."

YOU: *Well, I've worked at _____ for a long time, and I've seen all kinds of things there; clothes, furniture, toys, appliances, tools, televisions, dishes...*

CHILD: "Oh."

YOU: *Well, who's to say there's not a pot of gold at _____ someplace?*

CHILD: "Tommy Martin!"

YOU: *Oh.*

CHILD: "But then, he thinks babies come from storks!"

YOU: *And, uh, and you know better?*

CHILD: "Sure! They come from hospitals, don't they?"

YOU: *Eh, uh, that's right.*

LYRICS: "Your adventure place...of the rainbow."



CAMPAIGNS

"YOUR PLACE AT THE END OF THE RAINBOW"

EXTENDER 2: "I'VE LOST HAROLD!"

For customized sample, see:
DISC 37, Side 2, CUT 5

:60 SCRIPT - Requires: Male

LYRICS: "People have looked...of their hand."

YOU: *Welcome to _____ . May I help you?*

VOICE 1: "Oh, yes, I-uh-I've lost Harold!"

YOU: *Harold?*

VOICE 1: "Yes! We were over looking at dresses together, and-and I was holding his hand one minute, and the next-the next he was gone!"

YOU: *Easy, I'll help you find Harold.*

VOICE 1: "Oh, you will? Oh, thank you!"

YOU: *Do you bring Harold to _____ often?*

VOICE 1: "Y-yes, why do you ask?"

YOU: *Well, maybe he's got a favorite department here at _____ he's wandered off to, you know, like toys or su-*

VOICE 1: "Oh, I-uh see."

YOU: *Personally, I like home furnishings and our kitchen center. Everybody has a favorite department at _____ . That's what makes us "your place at the end of the rainbow."*

VOICE 1: "Harold!"

YOU: *Don't panic!"*

VOICE 1: "Oh, I'm not panicking! I-I see him."

YOU: *Where?*

VOICE 1: "Over in the home entertainment section."

(continued)



CAMPAIGNS

"YOUR PLACE AT THE END OF THE RAINBOW"

EXTENDER 2: "I'VE LOST HAROLD!"

(continued)

YOU: *And which little boy is he?*

VOICE 2: "Gee, honey, I'm sorry I wandered off like that,
but I thought I'd catch some of the game on the
great color sets."

YOU: *Harold?*

VOICE 1: "Harold."

LYRICS: "Your adventure place...of the rainbow."



CAMPAIGNS

"YOUR PLACE AT THE END OF THE RAINBOW"

EXTENDER 3: "DOROTHY'S DILEMMA"

For customized sample, see:
DISC 37, Side 2, CUT 7

:60 SCRIPT - Requires: Male or Female

YOU: *And so Dorothy, Scarecrow, Woodsman, and Lion all
lived happily ever after...or did they?*

FX: TRANSITION

VOICE 1: "Oh, look at this!"

VOICE 2: "At what?"

VOICE 1: "Cat fur! It's all over the place!"

VOICE 3: "Easy, Dorothy."

VOICE 1: "How many times have I told Lion not to sit on the
furniture? And if it's not cat fur, it's straw, or
worse yet, oil!"

VOICE 4: "Well, you're no Miss Clean yourself, kid. You leave
those red shoes lyin' all over the place."

YOU: *Hold it! Hold it!*

VOICE 2: "W-who's that?"

VOICE 3: "Is it the wizard again?"

YOU: *No, it's just me, the announcer, and I've got a
solution to all your problems.*

VOICE 2: "What's that?"

YOU: *Just the ideal setting for contemporary lifestyles.*

_____ offers room to live; room to
grow, with seven different floor plans to choose
from, and all the amenities you've come to expect.

VOICE 4: "Well, how do we get there?"

VOICE 3: "Do we have to follow the yellow brick road?"

(continued)



CAMPAIGNS

"YOUR PLACE AT THE END OF THE RAINBOW"

EXTENDER 3: "DOROTHY'S DILEMMA"

(continued)

*YOU: No, just take _____ to _____, and
follow the signs to _____, your
place at the end of the rainbow.*

ALL VOICES: "Thanks!"

VOICE 1: "Now tell me, do you have a solution for getting
cat fur off suede upholstery?"

VOICE 2: "Put'em up! Put'em up!"



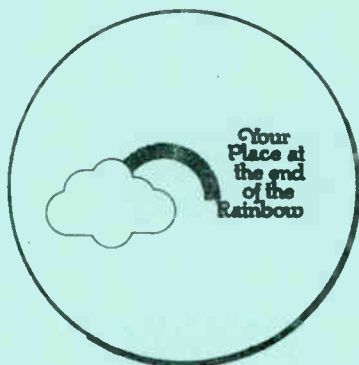
USE OF ARTWORK FOR THE "YOUR PLACE AT THE END OF THE RAINBOW" CAMPAIGN

The "slick proofs" ("slicks") enclosed for "Your Place at the end of the Rainbow" represent "camera-ready" art. They are ready for use in reproducing printed materials.

While various sizes are provided, any one of the elements may be reduced or enlarged photographically to the precise size required.

And, though they are provided in black, a printer may reproduce the element in whatever color is specified.

Suggested layouts using the "Your Place at the end of the Rainbow" graphics follow:



On a Lapel Pin



On a Shopping Bag



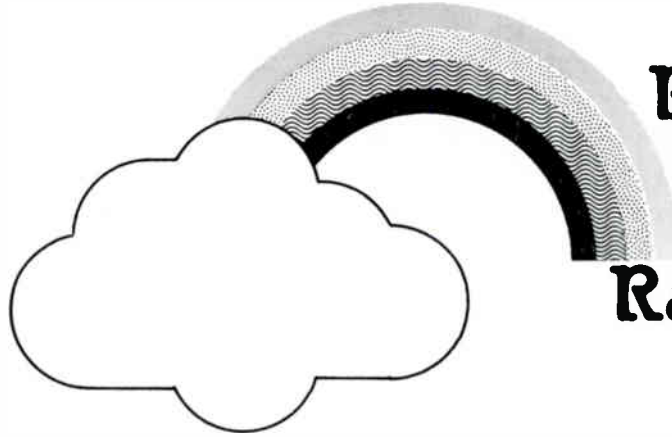
On a TV slide.



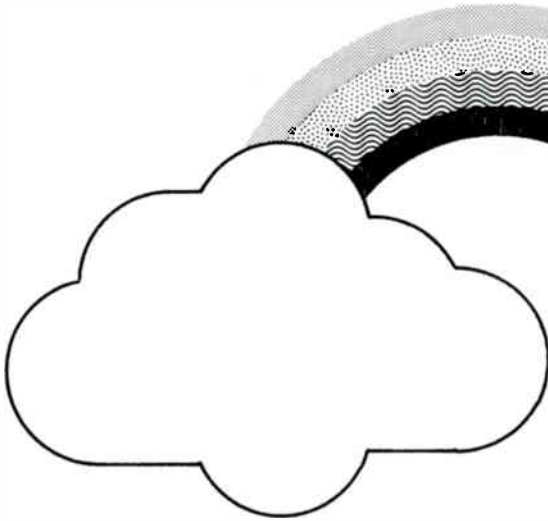
On a header card.



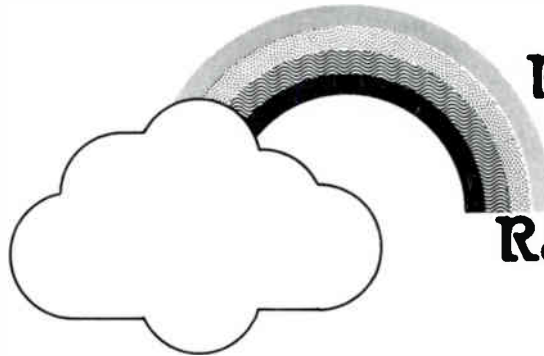
Your
Place at
the end
of the
Rainbow



Your
Place at
the end
of the
Rainbow



Your
Place at
the end
of the
Rainbow



Your
Place at
the end
of the
Rainbow





PEOPLE
ON the
GO

A NEW WAVE VISUAL

Rapid Transit Campaign



"FOR PEOPLE ON THE GO"

CAMPAIGNS

OBJECTIVE

Sometimes all the shuttling back and forth to work, to the store for groceries, to the school for kids, and back again, can make your whole life seem like the Groucho Marx saying, "Hello, I must be going." We are members of a society in motion, always arriving but never reaching a stopping point; a destination.

All this can be pretty frustrating, which adds to all the other tensions that build throughout the day. Tempers are short, traffic jams are long, and the only conclusion we, the victims of this congested conspiracy, can reach is there must be a better way.

There is, and you're it. But you need to tell people this in a way to which they can relate. Your message of a better way to go must be meaningful. There are a number of logical considerations, such as lower cost transportation, and the ability to work on other projects while going to and fro, our minds relieved from the dulling driving process.

But there must also be an emotional release, as we must be weaned from the idea of a car for everyone, and everyone in a car. We feel that we've come up with a theme that accomplishes this, and we call it, "FOR PEOPLE ON THE GO."

EXECUTION

It's a common enough phrase, and its very simplicity is part of its strong attraction. It's something you might hear, anywhere, at any time. And once you've established it as your theme in the marketplace, every time it's heard, people will think of you.

But how do you go about connecting the theme with your business? Simple. You use the same powerful advertising element more national advertisers do; music. Why? Because it's been proven to work. Practically nothing can drive your message home the way music can.

The style we selected for your theme of "FOR PEOPLE ON THE GO" is filled with motion, to act as a counterpoint to traffic jams and other events that slow our progress through the day. It offers a strong, reassuring beat to convey a "can do" feeling.



"FOR PEOPLE ON THE GO"

CAMPAIGNS

Page 2

Cont'd

In addition to the campaign song, your "FOR PEOPLE ON THE GO" package contains sample scripts to expand on your theme. Through slice of life observations, we show that you not only take people where they want to go, but that you also bring people together. It's a very human approach to an area that's generally thought to be dehumanizing.

Finally, your "FOR PEOPLE ON THE GO" campaign package offers camera-ready artwork, ready to use in all of your print advertising, from bus cards to billboards, to catch people on the go.

SUMMARY

"FOR PEOPLE ON THE GO." It's the theme to set your advertising in motion, with music, sample scripts, and artwork. But before you get started, here's a brief recapping of the more important benefits of your campaign.

- * Using a common phrase, such as "FOR PEOPLE ON THE GO," increases the acceptance and heightens the visibility of your theme.
- * Music, long proven to be one of the most effective of all advertising approaches, is the hub of your new image around which all other advertising efforts revolve.
- * Sample scripts are provided to help expand the basic theme, and prolong the effective life of your new image.
- * Camera-ready artwork contained in your campaign package insures theme consistency in all of your advertising, a vital consideration to successful advertising.

Now that you've got your "FOR PEOPLE ON THE GO" image, business should really pick up. For best results, remember that frequency of exposure to the image (ala most national campaigns), and consistency of your image will insure your success. So what are you waiting for? Get ready! Get set! Get going, with "FOR PEOPLE ON THE GO!"



CAMPAIGNS

"FOR PEOPLE ON THE GO"

(TMA5082 - Motivating contemporary)

DEMONSTRATED FOR: RAPID TRANSIT SYSTEM

CUSTOMIZED LINE: "Lexington Rapid Transit"

LINE:

- 1. *"You've got the best way going ...*
- 2. For people on the go!
- 3. You're never standing still
- 4. We'll move you through the day,
- 5. It's easy to get around -
- 6. You've got the right of way,
- 7. That's because you know ...
- 8. *You've got the best way going ...*
- 9. For people on the go!
- 10. You're movin' so fast
- 11. You're feelin' fantastic,
- 12. You feel so alive -
- 13. You don't have to drive!
- 14. Nothin' holds you up, nothin' slows you down,
- 15. Nothin' stops the flow ...
- 16. *You've got the best way going ...*
- 17. For people on the go!"

CUT

LINES

- 1. :61 - CAMPAIGN SONG - Customized for demonstration purposes all lines
- 2. :61 - Generic version - Full vocal all lines
- 3. :61 - EXTENDER SPOT 1 - Customized for demonstration purposes
- 4. :61 - Generic version - "RUNAWAY"
- 5. :58 - EXTENDER SPOT 2 - Customized for demonstration purposes
- 6. :58 - Generic version - "TALK IN THE STREETS"
- 7. :60 - EXTENDER SPOT 3 - Customized for demonstration purposes
- 8. :60 - Generic version - "BUS STOP"

CAMPAIGN SONG additional versions

- 9. :61 - :00 intro/:30 vocal/:23 bed/:08 vocal close (1-9) (16-17)
- 10. :61 - :00 intro/:07 vocal/:46 bed/:08 vocal close (1-2) (16-17)
- 11. :61 - :53 bed/:08 vocal close (16-17)
- 12. :30 - Full vocal (1-9)
- 13. :30 - :00 intro/:06 vocal/:18 bed/:06 vocal close (1-2) (8-9)
- 14. :30 - :24 bed/:06 vocal close (8-9)
- 15. :10 - Full vocal (8-9)
- 16. :61 - Instrumental
- 17. :30 - Instrumental
- 18. :09 - Instrumental



CAMPAIGNS

"FOR PEOPLE ON THE GO"

EXTENDER 1: "RUNAWAY"

For customized sample, see;
DISC 38, SIDE 1

:60 SCRIPT - Requires: Male

FX: SMALL RUNNING FOOTSTEPS/COLLISION WITH LARGER BODY

YOU: "Ooff! Slow down, son. What's the, I say, what's the all-fire hurry?"

CHILD: "Gotta catch a bus."

YOU: "Yeah? Whatcha usin' as bait?"

CHILD: "Huh?"

YOU: "That's a joke, son...Catch a bus...bait...Get it? Aw, never mind. No need to hurry, _____ has plenty of busses, always comin' and goin'. Speakin' of goin', where you headin'?"

CHILD: "I'm runnin' away from home."

YOU: "I see."

CHILD: "I s'pose you're gonna take me back."

YOU: "Me? Certainly not! A man's gotta do what a man's gotta do. Uh, that goes for boys, too."

CHILD: "It does?"

YOU: "Yep. At least I can see by your decision to ride _____ that you like to travel in style. That's right, isn't it?"

CHILD: "I guess so."

YOU: "Of course it is. Nothin' beats ridin' a _____ bus... 'cept just maybe...home cookin'."

(Continued)



CAMPAIGNS

"FOR PEOPLE ON THE GO"

EXTENDER 1: "RUNAWAY"

Page 2

CHILD: "Yeah..."

YOU: "Just the thought of home cookin' makes my mouth..."

FX: SMALL FOOTSTEPS RUNNING AWAY

YOU: "Hey, where are you goin'?"

CHILD: "Home, to see what my mom's cookin'."

FX: BUS APPROACHING BUS STOP

YOU: "But here comes..."

FX: BUS ARRIVES AT BUS STOP

YOU: "Heh-heh...the bus."

FX: BUS DOOR OPENS

DRIVER: "Who was that you were talkin' to?"

YOU: "Oh, just a _____ rider...uh, in ten
years, that is. Heh-heh-heh."

FX: BUS DOOR CLOSES/BUS PULLS OUT AND FADES



CAMPAIGNS

"FOR PEOPLE ON THE GO"

EXTENDER 2: "TALK IN THE STREETS"

For customized sample, see;
DISC 38, SIDE 1

CHANT: "There's talk in the town,
There's talk in the streets,
About a way to get around
That can't be beat!
So open up your windows,
Throw open your door,
And listen carefully
So you'll know the score!"

FX: MUSICAL STAGER

YOU: "People are talking about _____."

FX: LIGHT TRAFFIC IN CITY

MAN 1: "Why do you ride the bus?"
WOMAN 1: "It's convenient. It takes me where I want to go."
MAN 2: "Have you ever tried to find a parking space during
rush hour? Forget it!"
WOMAN 2: "To meet people."
MAN 1: "Really?"
WOMAN 2: "Really."
MAN 1: "What kind of people have you met on the bus?"
WOMAN 2: "Well, I met my boyfriend."
MAN 1: "Don't either of you have cars?"
WOMAN 2: "Yes, we both do."

(Continued)



"FOR PEOPLE ON THE GO"

EXTENDER 2: "TALK IN THE STREETS"

Page 2

CAMPAIGNS

MAN 1: "You both have cars, and yet you both ride the bus?"

WOMAN 2: "Yes."

MAN 1: "Tell me...Why do you have cars if you both ride the bus?"

WOMAN 2: "Well...there's always drive-in movies. (giggling)"

YOU: *"There's talk in the streets about _____,
and it's all good. Find out why. Ride the bus."*

FX: FADE

LYRIC: " _____ ...for people on the go."



CAMPAIGNS

"FOR PEOPLE ON THE GO"

EXTENDER 3: "BUS STOP"

For customized sample, see;
DISC 38, SIDE 1

:60 SCRIPT - Requires: Male or Female

FX: PEOPLE CHATTING WITH LIGHT BUS SOUNDS IN BACKGROUND

WOMAN 1: "And what did you do last night?"

WOMAN 2: "I watched 'Bus Stop.'"

WOMAN 1: "'Bus Stop?'"

WOMAN 2: "You know...It's that movie from the fifties with Marilyn Monroe and...oh...what's his name?"

MAN 1: "Don Murray."

WOMAN 2: "That's right. Don Murray. Did you see it?"

MAN 1: "Oh, never miss it. I'm a big Marilyn Monroe fan."

WOMAN 2: "So am I."

MAN 1: "Say...Did you know there's a Marilyn Monroe film festival coming soon?"

WOMAN 2: "No."

MAN 1: "I've got an idea. Do you think that..."

WOMAN 2: "Yes?"

MAN 1: "Oh, never mind. I've gotta go."

WOMAN 2: "So soon? Couldn't you stay a few more minutes?"

MAN 1: "No, I really must be going."

WOMAN 2: "But why?"

MAN 1: "Because this is my bus stop."

WOMAN 2: "Oh."

(Continued)



"FOR PEOPLE ON THE GO"

EXTENDER 3: "BUS STOP"

Page 2

CAMPAIGNS

MAN 1: "Say, do you ride the bus every day?"

WOMAN 2: "Do you?"

MAN 1: "Yeah."

WOMAN 2: "Then I will now."

MAN 1: "See you tomorrow."

YOU: "_____ . We don't just take people
places...We bring them together. _____,
for people on the go."

LYRIC: "Nothin' holds you....people on the go!"



CAMPAIGN ARTWORK SUGGESTED USES



1. On posters.



2. On a window streamer or easel card.



3. On a TV slide.



4. On T-shirts.

The above suggestions are only a few of the many possible layouts and applications for this campaign logo.

The following page provides "Camera-ready art" for use by a printer in reproducing the campaign logo. Any of the logos provided may be reduced or enlarged photographically, and reproduced in any color or colors desired.

●

PEOPLE
ON the
GO

●

PEOPLE
ON the
GO

PEOPLE
ON the
GO

●

PEOPLE
ON the
GO

MASTERPLAN



We Can Tell
When
You're in Love

A NEW WAVE VISUAL

Jewelers Campaign

© TM Productions, Inc.



"WE CAN TELL WHEN YOU'RE IN LOVE"

CAMPAIGNS

OBJECTIVE

Does love truly "make the world go round?" In a society in which a man is more likely to recall his first paycheck, rather than his first kiss, such a statement is debatable. And yet there are encouraging signs that love is never out of style.

That's good news for you, because your business is based almost entirely on love. But then, so are the businesses of your competitors. That makes your objective clear-cut: You must somehow put your special capabilities; the benefits of doing business with you, in meaningful, and emotionally gratifying, terms with which your customers can relate.

That's what we've done for you, with your new campaign of "WE CAN TELL WHEN YOU'RE IN LOVE."

EXECUTION

This phrase is a classic example of a double entendre, or more simply put, an idea that has more than one interpretation. One meaning would be the ability to recognize that "you," the customer, is in love. The second, and more important meaning in regards to your business, is the capability to provide a means, such as gifts, to convey this feeling to the object of affection.

Research has proven that such double meanings, when applied properly, have the effect of increasing the impact of advertising. Now we're ready to put that research to the test for you. And we're ready to do it with a completely coordinated campaign that will provide you with total theme consistency, an important consideration to the effectiveness of any advertising efforts on your part.

We start with the advertising element considered by many national advertisers to be the most effective for getting one's message across; music. Love is an emotion, and music is known for being extremely potent when it comes to arousing emotions. Consider pep bands at ball games, the effect of the national anthem on people who have been away from their homeland for any length of time, and the uses of marches by the military. Music stirs emotions, which makes music a logical choice for delivering your emotion-charged message.



"WE CAN TELL WHEN YOU'RE IN LOVE"

CAMPAIGNS

Cont'd

In keeping with the mood of your message, we selected a softer style. To understand our choice, consider the arrangements of popular love songs. We decided to emulate them, to subtly drive your theme straight to the... heart...of the matter.

Next, we provide a number of sample scripts that, through a variety of styles, expand upon the basic theme, "WE CAN TELL WHEN YOU'RE IN LOVE." Each paints a different picture your customers can visualize for themselves. This is one of radio's strongest benefits. The listeners are able to create the scene within their heads, using the paintbrush of the mind.

Finally, we provide camera-ready artwork to carry your new image into all your print advertising, from point of purchase display to billboards, if you choose.

A completely coordinated advertising campaign ready to go to work for you, right now.

SUMMARY

"WE CAN TELL WHEN YOU'RE IN LOVE" offers a number of benefits that are important to you. Here is a brief summary of the more major elements:

- * "WE CAN TELL WHEN YOU'RE IN LOVE" is a double entendre, which research has shown to increase the effectiveness of advertising when applied properly.
- * Your "WE CAN TELL WHEN YOU'RE IN LOVE" campaign utilizes music, considered by many to be the strongest advertising element available for building images and increasing memorability.
- * Your "WE CAN TELL WHEN YOU'RE IN LOVE" campaign offers all the advertising elements necessary for theme consistency, a vital factor to successful advertising.

Frankly, we can tell that you're gonna love your new "WE CAN TELL WHEN YOU'RE IN LOVE" campaign.



CAMPAIGNS

"WE CAN TELL WHEN YOU'RE IN LOVE"

(TMA5078 - Wistful romantic ballad)

PRIMARY USAGE: JEWELER

CUSTOMIZED LINE: "The Jewel Box"

LINE:

1. "You've tried, but you can't hold your love inside anymore,
2. You've found the one you've been waiting for, and we can tell it.
3. You can't hold your love inside,
4. Time to tell the world with pride,
5. *We'll tell your secret,*
6. We can tell when you're in love
7. You're in love - it's time to confess it.
8. You're in love - we'll help you express it.
9. You've found your love, don't let it go.
10. Tell the world, let it show.
11. *We'll tell your secret,*
12. We can tell when you're in love."

CUT

LINES

- | | | | | |
|----|-----|-------------------|---|-----------|
| 1. | :60 | - CAMPAIGN SONG | - Customized for demonstration purposes | all lines |
| 2. | :60 | - Generic version | - full vocal | all lines |
| 3. | :60 | - EXTENDER SPOT 1 | - Customized for demonstration purposes | |
| 4. | :60 | - Generic version | - "FEVERISH" | |
| 5. | :60 | - EXTENDER SPOT 2 | - Customized for demonstration purposes | |
| 6. | :60 | - Generic version | - "APPLESAUCE" | |
| 7. | :60 | - EXTENDER SPOT 3 | - Customized for demonstration purposes | |
| 8. | :60 | - Generic version | - "FAMOUS LOVERS" | |

CAMPAIGN SONG additional versions

- | | | | |
|-----|-----|---|--------------|
| 9. | :60 | - :00 intro/:30 vocal/:14 bed/:16 vocal close | (1-6) (9-12) |
| 10. | :60 | - :00 intro/:13 vocal/:31 bed/:16 vocal close | (1-2) (9-12) |
| 11. | :60 | - :51 bed/:10 vocal close | (11-12) |
| 12. | :30 | - Full vocal | (1-6) |
| 13. | :30 | - :00 intro/:06 vocal/:17 bed/:07 vocal close | (1) (5-6) |
| 14. | :30 | - :23 bed/:07 vocal close | (5-6) |
| 15. | :10 | - Full vocal | (5-6) |
| 16. | :60 | - Instrumental | |
| 17. | :30 | - Instrumental | |
| 18. | :10 | - Instrumental | |



CAMPAIGNS

"WE CAN TELL WHEN YOU'RE IN LOVE"

EXTENDER 1: "FEVERISH"

For customized sample, see;
DISC 38, SIDE 2

:60 SCRIPT - Requires: Female

LYRICS: "You've tried, but...love inside anymore."

MALE: "The other day while I was thinking of you, I drank seven bottles of cherry pop, ate three medium pepperoni, mushroom, anchovie, green onion and red pepper pizzas, and a full quart of pistachio ice cream with hot fudge sauce, whipped cream, and marichino cherries, when suddenly I felt warm all over...feverish even. That's when I knew it was either love...or indigestion."

YOU: "At _____, we can tell when you're in love, with a beautiful selection of rings, watches, bracelets, earrings, necklaces, pendants, and much more, right for any occasion. With a gift from _____, you're never at a loss to express your emotions."

MALE: "So when I felt the same way after they checked me out in the emergency room, I knew it was love. That's why I got you this ring."

YOU: "Show your true feelings, with something from _____."

VOCAL: UP & OUT



CAMPAIGNS

"WE CAN TELL WHEN YOU'RE IN LOVE"

EXTENDER 2: "APPLESAUCE"

For customized sample, see;
DISC 38, SIDE 2

:60 SCRIPT - Requires: Female

MUSIC: CAMPAIGN INSTRUMENTAL

FX: RUSTLE OF NEWSPAPER

CHILD: "Grandpa?"

MALE: "Yes?"

CHILD: "When you were a boy, how did you show a girl that...
uh..."

MALE: "Yes?"

CHILD: "That you liked her?"

MALE: "Oh, well, there were a lot of ways. I remember
carrying girls' books for them, or sometimes I'd
bring 'em apples I picked myself."

CHILD: "From the store?"

MALE: "No, right from the tree. We lived on a farm,
remember?"

YOU: *"Traditions of love...Passed down from one generation
to the next. Start your own family traditions with
gifts from _____. You'll find a complete
selection of dazzling jewelry that'll help you express
your feelings on any occasion. _____.
We can tell when you're in love."*

CHILD: "Grandpa?"

MALE: "Yes?"

CHILD: "Do you think a girl would like..."

(Continued)



"WE CAN TELL WHEN YOU'RE IN LOVE"

EXTENDER 2: "APPLESAUCE"

Page 2

CAMPAIGNS

MALE: "Like what?"

CHILD: "A can of applesauce?"

MALE: "If it came from you, I don't see how she could resist."

VOCAL: UP & OUT



CAMPAIGNS

"WE CAN TELL WHEN YOU'RE IN LOVE"

EXTENDER 3: "FAMOUS LOVERS"

For customized sample, see;
DISC 38, SIDE 2

:60 SCRIPT - Requires: Female

MUSIC: CAMPAIGN INSTRUMENTAL

MALE: "Romeo and Juliet."

FEMALE: "Anthony and Cleopatra."

MALE: "Uh...Edward the VII and Mrs. Wallis Simpson."

FEMALE: "Robin Hood and Maid Marian."

MALE: "Mmmm...Dave and Karen."

FEMALE: "Who?"

MALE: "Dave and Karen."

FEMALE: "They're famous lovers?"

MALE: "Sure."

FEMALE: "Well, I never heard of them."

MALE: "Sure you have. They met in college, fell in love, got married...Then he went on to graduate school, and she went to work, you know, to help pay the bills."

FEMALE: "Um-hmm, um-hmm."

MALE: "Well, because he didn't have a lot of money when they got married, he couldn't afford a really nice ring, so when he finally graduated, and got his first job..."

FEMALE: "Wait a minute..."

MALE: "He bought her..."

FX: TISSUE PAPER RUSTLING

MALE: "This."

(Continued)



CAMPAIGNS

"WE CAN TELL WHEN YOU'RE IN LOVE"

EXTENDER 3: "FAMOUS LOVERS"

Page 2

FEMALE: "You got a job?"

MALE: "Yes...And this ring."

FEMALE: "Oh, it's beautiful."

YOU: "At _____, we can tell when you're in
love, with a fantastic selection of gifts for any
occasion...The first time, or any time. _____
_____."

FEMALE: "There's just one thing..."

MALE: "What's that?"

FEMALE: "Our names aren't Dave and Karen."

MALE: "Haven't you heard of changing the names to protect
the innocent?"

FEMALE: "Oh, you!"

VOCAL: UP & OUT

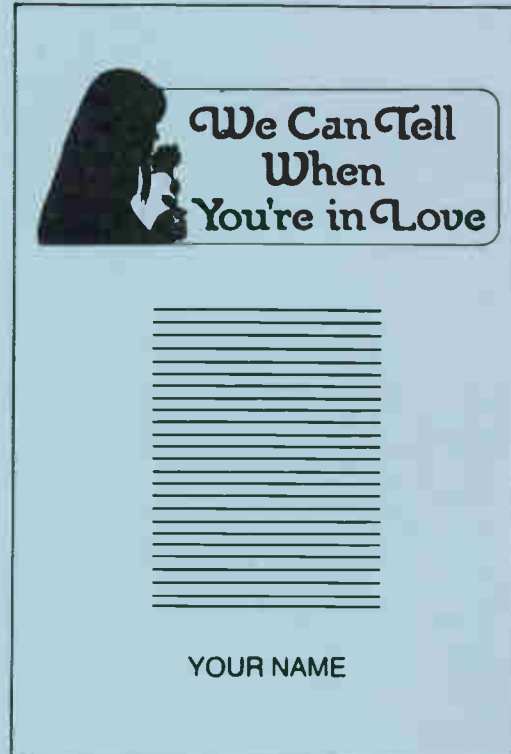


CAMPAIGN ARTWORK SUGGESTED USES

1. On a table tent.



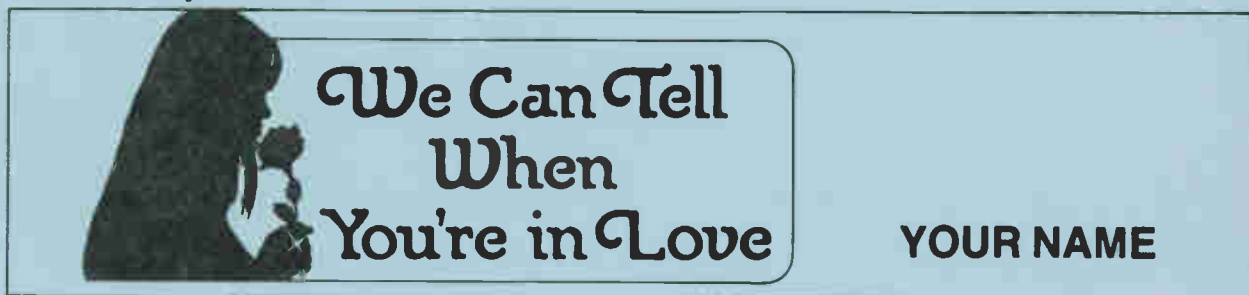
2. In a newspaper ad.



3. On a mailing label.



4. On a bumper sticker.



The above suggestions are only a few of the many possible layouts and applications for this campaign logo.

The following page provides "Camera-ready art" for use by a printer in reproducing the campaign logo. Any of the logos provided may be reduced or enlarged photographically, and reproduced in any color or colors desired.



We Can Tell
When
You're in Love



We Can Tell
When
You're in Love



We Can Tell
When
You're in Love



We Can Tell
When
You're in Love



We Can
Tell When
You're in Love



We Can
Tell When
You're in Love



We Can
Tell When
You're in Love



We Can
Tell When
You're in Love

MASTERPLAN



A NEW WAVE VISUAL

Automobile Campaign



"WE'RE YOUR FOUR-WHEELED FRIENDS"

CAMPAIGNS

OBJECTIVE

A chicken in every pot, a car in every garage. When Adolf Hitler was searching for a tangible goal to offer the German people in return for their efforts in behalf of his programs, he hit upon this remarkable combination. Food, and transportation. The significance he placed upon the later, the automobile, by its inclusion in this promise, shows unique insight into the growing dependence on the car. Most industrialized nations have since become obsessed with the auto, in what, as it turns out, is a classic love-hate relationship.

It was love at first sight, when gasoline was 25¢ a gallon and flowed like water from countless pumps; when the word "service" at a service station meant just that; and before emission control systems were introduced. But then came the oil embargoes, long lines, self-service, fifty-five mile-per-hour speed limits, and a host of fuel-robbing gadgets crammed under those shiny new hoods.

Today's car buyer is a skeptic. More often than not the consumer adopts a "wait and see" attitude, burned too often by recalls and rebates. What he needs more than a car in this age of frustration is a friend. And that's just what you're about to give him.

STRATEGY & EXECUTION

"WE'RE YOUR FOUR-WHEELED FRIENDS" tells your market where you stand...squarely on the side of the car buyer. A natural adversary relationship exists between car dealers and car buyers. Regardless of your best intentions, you are normally viewed as "them," rather than "us." Your new image of "WE'RE YOUR FOUR-WHEELED FRIENDS" will go a long way towards softening this distinction.

Of all the qualities of human relationships, friendship is perhaps one of the most highly regarded. Your new image proclaims your willingness to be a friend in a positive, energetic manner, using the most effective element in the advertising arsenal, music.

80% of all national advertising, radio and television, uses music in one form or another. Why? Because it works. And now you can have its power working for you.



"WE'RE YOUR FOUR-WHEELED FRIENDS"

CAMPAIGNS

Page 2

But music alone does not a full campaign make, which is why your new image package includes sample scripts, called extenders. Their purpose is to extend your new theme of "WE'RE YOUR FOUR-WHEELED FRIENDS." Each highlights a different aspect of your dealership, showing how you can be a friend.

Finally, your package includes camera-ready artwork, to convey your new image in all your print advertising, from point-of-purchase to the classifieds, billboards, and beyond. Theme consistency is an important element for the success of your new image. You must project the same "personality" in all of your advertising for maximum impact.

SUMMARY

"WE'RE YOUR FOUR-WHEELED FRIENDS" is a complete campaign, offering all the components necessary for a well-coordinated promotion, plus the materials required to prolong the effectiveness of the theme. To recap the more important points:

- * A natural adversary relationship exists between car dealer and car buyer. "WE'RE YOUR FOUR-WHEELED FRIENDS" does a lot toward blurring the distinction of "them" and "us."
- * Friendship is one of the most highly valued of human relationships. Your new image uses this to your advantage.
- * Your new image uses music, the most effective advertising element, to convey your new personality.
- * All the components you'll need for conducting a long-term, multi-media campaign are contained in your new package.

"WE'RE YOUR FOUR-WHEELED FRIENDS" will go a long way toward dissipating the growing doubts many car buyers are having, leading to higher sales for you for years to come.



CAMPAIGNS

"WE'RE YOUR FOUR-WHEELED FRIENDS"

(A-5074 - bold and brassy contemporary)

Demonstrated for: Automobile Dealer

Customized Line: "Mabry Oldsmobile"

LINE

1. *We're the...we're the ones...*
2. We're your four-wheeled friends.
3. We're the ones...givin' you power,
4. We're the ones...with all the styles that you love today,
5. With the power...with the style...
6. With economy mile after mile,
7. *We're the ones... we're your four-wheeled friends,*
8. We're the ones!
9. Better, better, better...for you!
10. Better, better, better...for you!
11. Better, better, better...for you!
12. With the power...with the style...
13. With economy mile after mile,
14. *We're the ones... we're your four-wheeled friends,*
15. We're the ones!"

CUT

1. :61 - CAMPAIGN SONG - Customized for demonstration purposes
2. :61 - Generic version - Full vocal
3. :62 - EXTENDER SPOT 1 - "CAN YOU FIX MY WAGON
4. :62 - EXTENDER SPOT 1 - Generic version
5. :59 - EXTENDER SPOT 2 - "WHAT IS A FRIEND?"
6. :59 - EXTENDER SPOT 2 - Generic version
7. :60 - EXTENDER SPOT 3 - "HIGHWAYS IN THE SKY"
8. :60 - EXTENDER SPOT 3 - Generic version

CAMPAIGN SONG - additional versions

9. :61 - :01 intro/:29 vocal/:27 bed/:04 vocal close
10. :61 - :01 intro/:06 vocal/:50 bed/:04 vocal close
11. :61 - :57 bed/:04 vocal close
12. :30 - :Full vocal
13. :30 - :01 intro/:06 vocal/:18 bed/:05 vocal close
14. :30 - :25 bed/:05 vocal close
15. :11 - Full vocal
16. :61 - Instrumental
17. :30 - Instrumental
18. :11 - Instrumental

LINES:

- (1-8) (14-15)
 (1-2) (14-15)
 (14-15)
 (1-8)
 (1-2) (7-8)
 (7-8)
 (5-8)



CAMPAIGNS

"WE'RE YOUR FOUR WHEEL FRIENDS"

EXTENDER 1: "CAN YOU FIX MY WAGON?"

For customized sample, see:
DISC 39, SIDE 1, CUT 3

:60 script - Requires Male

FX: AUTO BODY SHOP BKG

CHILD: "'scuse me, mister."

YOU: "Oh, hi there. What can I do for you?"

CHILD: "Are you my four wheel friend?"

YOU: "Well...uh...This is _____,
and we try to be everyone's four wheel friend."

CHILD: "Uh-huh. Can you fix my wagon?"

YOU: "What's wrong with it?"

CHILD: "My mother ran over it with her car."

YOU: "Oh, well, that's too bad, but you see, here at
_____, we sell and service _____.
Those are cars."

CHILD: "I know."

YOU: "But I'm afraid we don't work on...wagons."

CHILD: "Oh."

MOM: "Timmy! You get over here this instant."

CHILD: "That's my mom. I gotta go now."

YOU: "Well, maybe you can come back to _____
when you're a little older. Anyway, I'm sorry
about your wagon."

CHILD: "That's okay. My mom said she'll fix it."

YOU: "She did?"



"WE'RE YOUR FOUR WHEEL FRIENDS"
page 2

CAMPAIGNS

CHILD: "Yeah. She said if I told Dad what happened to it,
she'll fix my little red wagon... 'cept my wagon
was green."

YOU: "Oh."

MUSIC



CAMPAIGNS

"WE'RE YOUR FOUR WHEEL FRIENDS"

EXTENDER 2: "WHAT IS A FRIEND?"

For customized sample, see:
DISC 39, SIDE 1, CUT 5

:60 script - Requires Male

VOICE 1: "What is a friend?"
HOUSEMAN

FX: TELEPHONE RING & PICKUP

VOICE 2: "Thank goodness you're still open."

YOU: *"Well, our service department stays open till
_____ weekdays, and _____ Saturdays for our cus-
tomers' convenience."*

VOICE 2: "Listen, there's something wrong with my car.
I'm stuck about two miles north of town, and
I was wondering if you could send a tow truck,
or someone to fix it?"

YOU: *"No problem. We'll send someone right away."*

VOICE 2: "Oh, and if it has to go into the shop, well,
could I get...?"

YOU: *"A loan car."*

VOICE 2: "Exactly."

YOU: *"Sure. At _____ you have your
choice of over twenty-five loan cars to use
while we're fixing your car."*

VOICE 2: "Oh, thanks, you guys really are my four wheel
friends."



CAMPAIGNS

"WE'RE YOUR FOUR WHEEL FRIENDS"

EXTENDER 2: "WHAT IS A FRIEND?"

For customized sample, see:
DISC 39, SIDE 1, CUT 5

:60 script - Requires Male

VOICE 1: "What is a friend?"
HOUSEMAN

FX: TELEPHONE RING & PICKUP

VOICE 2: "Thank goodness you're still open."

YOU: *"Well, our service department stays open till
_____ weekdays, and _____ Saturdays for our cus-
tomers' convenience."*

VOICE 2: "Listen, there's something wrong with my car.
I'm stuck about two miles north of town, and
I was wondering if you could send a tow truck,
or someone to fix it?"

YOU: *"No problem. We'll send someone right away."*

VOICE 2: "Oh, and if it has to go into the shop, well,
could I get...?"

YOU: *"A loan car."*

VOICE 2: "Exactly."

YOU: *"Sure. At _____ you have your
choice of over twenty-five loan cars to use
while we're fixing your car."*

VOICE 2: "Oh, thanks, you guys really are my four wheel
friends."



CAMPAIGNS

YOU: *"Well, that's the whole idea here at _____
_____."*

FX: OUT

VOICE 1: "What is a friend? We believe that, like the old
saying goes, 'a friend in need is a friend indeed.'"

MUSIC: UP & OUT



CAMPAIGNS

"WE'RE YOUR FOUR WHEEL FRIENDS"

EXTENDER 3: "HIGHWAYS IN THE SKY"

For customized sample, see:
DISC 39, SIDE 1, CUT 7

:60 script - Requires Male

FX/MUSIC: INCA TUNES

VOICE 1: "Almost a thousand years ago, in Pre-columbian
HOUSEMAN South America, over 6,000 miles of highways
crossed the treacherous Andes Mountains...High-
ways that rivaled the great Roman built Appian
Way in their design and construction. What is
perhaps most amazing about these remarkable
roads, are they were built by a people with no
knowledge of the horse...or the wheel."

MUSIC: FINAL DRUMBEAT OF ABOVE/INTO CAMPAIGN SONG

ANNCR: *"The Incan highways in the sky...An example of
construction excellence that's stood the test of time
Like _____ from _____, And the
_____ for _____ are no exceptions. When
other cars are rusting in roadside auto graveyards,
or melted down for newer models, the _____
will still be going strong. _____, a lasting
investment in driving pleasure, from _____."*

MUSIC: UP & OUT



USE OF ARTWORK FOR THE "WE'RE YOUR FOURWHEELED FRIENDS" CAMPAIGN

The "slick proofs" ("slicks") enclosed for "We're Your Fourwheeled Friends" represent "camera-ready" art. They are ready for use in reproducing printed materials.

While various sizes are provided, any one of the elements may be reduced or enlarged photographically to the precise size required.

And, though they are provided in black, a printer may reproduce the element in whatever color is specified.

Suggested layouts using the "We're Your Fourwheeled Friends" graphics follow:



On a counter card.



On a Billboard



On a TV slide.



On a header card.

*We're
Your*
FOURWHEELED
Friends

*We're
Your*
FOURWHEELED
Friends

*We're
Your*
FOURWHEELED
Friends

*We're
Your*
FOURWHEELED
Friends

MASTERPLAN

LO**CKY**
YOU!

A NEW WAVE VISUAL

General Retail Campaign



"LUCKY YOU"

CAMPAIGNS

OBJECTIVE

Scratch away the thin veneer of civilization from your average man on the street and you'll find a superstitious savage lurking underneath. If you have doubts as to the validity of this supposition, conduct the following test. Ask your friends and associates if they're superstitious. How do they feel about spilt salt, black cats, broken mirrors, walking under ladders, opening an umbrella indoors, or living on the thirteenth floor? You'll be surprised at the number of people who admit to one form of superstition or another.

The question, then, is "how can you harness this force of man's unreconstructed nature for your business?"

With luck? Hardly. We recommend that you do it with your new image of "LUCKY YOU."

STRATEGY & EXECUTION

As you are well aware, it takes more than luck to make headway in today's competitive marketplace. And with an image like "LUCKY YOU," you'll have a lot more going for you than sheer luck.

You'll have music, which many marketing experts agree is one of the most effective elements in advertising today. Why else do you think that 80% of all national advertisements, radio and television, use some form of music to support their sell?

Research has shown music to be most effective in regards to primary message registration, or, in other-words, getting the message across...your message. That's why the central core of your new "LUCKY YOU" campaign is an image song.

Also included in your "LUCKY YOU" campaign package are a series of commercials called "extenders." Like the name implies, the purpose of these is to extend your image. We recommend that you introduce your new image with the campaign song, then filter the extenders in to help prevent wear on your song.



CAMPAIGNS

"LUCKY YOU"

Page 2

In this manner you can prolong the effective life of your campaign broadcast materials.

Completing the components to your new "LUCKY YOU" campaign is camera-ready artwork. We realize the importance of maintaining theme consistency in all of your advertising, including print. By using the logo provided, you can project the same "personality" in all your advertising.

Campaign song, extenders, and camera-ready art. With all of these, you'll make your own luck for years to come.

SUMMARY

What follows is a quick examination of the factors and elements determining the shape of your "LUCKY YOU" campaign.

- * The concept of "luck" is ever-present, even in today's technological society.
- * The image of "LUCKY YOU" makes use of our superstitious beliefs for your business.
- * The theme is flexible enough to highlight any aspect of your business, from selection to savings.
- * The central core of your campaign is a musical image, using the most powerful element in the advertising arsenal, music.
- * Yours is a complete, ready-to-go campaign, featuring sample commercials and camera-ready artwork.

With an image of "LUCKY YOU" working for you, you'll be able to make your own kind of luck, whenever you want.



CAMPAIGNS

"LUCKY YOU"

(A-5083 - breezy, upbeat melody)

Demonstrated for: Department Store

Customized Line: "There's Berenstein's Department Store"

LINE:

1. "(spoken) Lucky...lucky you!
2. Somethin' good's gonna happen to you,
3. Somethin' good's gonna come your way,
4. Can't you tell it? Can't you smell it?
5. See it...feel it...everywhere,
6. Just a little clue, just a little trace,
7. There's somethin' lucky about this place,
8. Lucky you... *you're shopping where you're in luck,*
9. (spoken) Lucky you!
10. It's leaf number four on the clover,
11. A penny at your feet,
12. The right side of bed in the morning,
13. The sunnier side of the street.
14. Wonder what you'll find today,
15. Just a little clue, just a little trace,
16. There's something lucky about this place,
17. Lucky you... *you're shopping where you're in luck,*
18. (spoken) Lucky you!"

CUT

1. :61 - CAMPAIGN SONG - Customized for demonstration purposes
2. :61 - Generic version - Full vocal
3. :61 - EXTENDER SPOT 1 - "TODAY'S MY LUCKY DAY!"
4. :61 - EXTENDER SPOT 1 - Generic version
5. :61 - EXTENDER SPOT 2 - "WHAT LUCK!"
6. :61 - EXTENDER SPOT 2 - Generic version
7. :61 - EXTENDER SPOT 3 - "YOUR LUCK'S RUN OUT"
8. :61 - EXTENDER SPOT 3 - Generic version

CAMPAIGN SONG - additional versions

9. :61 - :00 intro/:03 vocal/:27 bed/:31 vocal close
10. :61 - :00 intro/:03 vocal/:50 bed/:08 vocal close
11. :61 - :53 bed/:08 vocal close
12. :31 - Full vocal
13. :31 - :00 intro/:03 vocal/:20 bed/:08 vocal close
14. :31 - :23 bed/:08 vocal close
15. :09 - Full vocal

LINES:

- (1) (10-18)
 (1) (17-18)
 (17-18)
 (1-9)
 (1) (8-9)
 (8-9)
 (8-9)

16. :61 - Instrumental
17. :31 - Instrumental
18. :09 - Instrumental



CAMPAIGNS

"LUCKY YOU"

EXTENDER 1: "TODAY'S MY LUCKY DAY"

For customized sample, see:
DISC 39, SIDE 2, CUT 3

:60 script - Requires Male

FX: OUTDOOR ENVIRONMENT/BIRDS SINGING/SOUND OF FOOTSTEPS ON PAVEMENT

YOU: *(Softly singing)* "Plenty of Sunshine, Heading My Way..."

VOICE 1: "Charlie!"

YOU: "Tom Harrington...Is that you? Boy! It sure has been awhile."

VOICE 1: "It sure has. Say how's it goin'?"

YOU: "Oh, today's my lucky day!"

VOICE 1: *(sarcastically)*"Well, lucky you!"

YOU: "No, I mean it!"

VOICE 1: "Whad'ya do, make a killing on the market?"

YOU: "No, but I saved a bundle at _____."

VOICE 1: "Oh, yeah? Whad'ya get?"

YOU: "Well, _____ had a great deal on sporting goods,
so I picked up some new golf clubs."

VOICE 1: "Huh, when'd you take up golf?"

YOU: "...And then I got a new dishwasher for the house.
And saved about sixty dollars at _____."

VOICE 1: "B-but, when'd you buy a house Charlie...?"

YOU: "And then, June's been wanting me to pick up the
paneling so I cound finish off the basement for the
kids so I got that at _____ too. Saved a
bundle."

VOICE 1: "June??? Kids??? Say Charlie..."

CAMPAIGNS

YOU: *"And then I ran into you. Like I said, it's been my lucky day."*

VOICE 1: *"Cheez, Charlie, I had no idea you were married, had kids, a house, and all...Gosh, I haven't seen you since..."*

YOU: *"Since you borrowed that hundred dollars from me to go to the New York World's Fair in '64, right, Tom?"*

VOICE 1: *"Uh, yeah."*

YOU: *"Like I said, Tom, today's my lucky day. I saved over a hundred dollars at _____ and then, after all these years...I ran into you. Lucky me!"*

VOICE 1: *"Yeah...Lucky You."*



CAMPAIGNS

"LUCKY YOU"

EXTENDER 2: "WHAT LUCK?"

For customized sample, see:
DISC 39, SIDE 2, CUT 5

:60 SCRIPT - Requires: Male or Female

FEMALE 1: "I got the job!"

YOU: "Lucky You!"

MALE 1: "I got my raise!"

YOU: "Lucky You!"

FEMALE 2: "I found everything I needed at one store!"

YOU: "Lucky You! But then, it doesn't take a lot of luck to feel that way. All it takes is a visit to _____ . From awnings to zippers, _____ has it all."

MALE 2: "I didn't spend as much as I thought I would!"

YOU: "Lucky You! But that's the way they do business at _____ , low prices every day, on thousands of items for your home, your family and yourself. You might not feel lucky before you shop at _____ , but you'll sure feel lucky once you do."

VOCAL: UP AND OUT



CAMPAIGNS

"LUCKY YOU"

EXTENDER 3: "YOUR LUCK'S RUN OUT"

For customized sample, see:
DISC 39, SIDE 2, CUT 7

:60 script - Requires Male or Female

MUSIC: INNOCUOUS INTRO

VOICE 1: "The name of our show is 'REALLY STRANGE PEOPLE,' and our guest today is Professor Reginald Vander-gard, a world renown expert on superstitions. Welcome, Professor."

VOICE 2: "Break a leg."

VOICE 1: "I'm sorry, what?"

VOICE 2: "Break a leg. It's a showbiz superstition. You say it for luck."

VOICE 1: "Yes, well, that's a stage superstition, and this is radio."

VOICE 2: "I didn't know that."

VOICE 1: "Right, well, what can you tell me about the superstition concerning spilt salt?"

VOICE 2: "Never heard of it."

VOICE 1: "Everyone knows th...Well...We'll be right back after this commercial."

MUSIC:

YOU: "Been saving your money for the right white sale? You're in luck! _____ Big January White Sale is here! Save on towels, sheets, pillows and more. Wamsutta queen size designer sheets, regularly



CAMPAIGNS

YOU: cont. 32.88, on sale for just 26.48, during the January
White Sale at _____. Lucky you, there's
_____."

VOICE 1: "Well, it seems out guest had an urgent appoint-
ment elsewhere..."

VOICE 2: "No I don't.

VOICE 1: "Oh, I see our time has run out..."

VOICE 2: "We've still got plenty of time."

VOICE 1: "What I meant to say is your time has run out!
Cut to the commercial. Cut to the commercial."

FX: FIGHT ENSUES

YOU: "Lucky you...Shop the January White Sale today
at _____."



USE OF ARTWORK FOR THE "LUCKY YOU!" CAMPAIGN

The "slick proofs" ("slicks") enclosed for "Lucky You!" represent "camera-ready" art. They are ready for use in reproducing printed materials.

While various sizes are provided, any one of the elements may be reduced or enlarged photographically to the precise size required.

And, though they are provided in black, a printer may reproduce the element in whatever color is specified.

Suggested layouts using the "Lucky You!" graphics follow:



On a counter card.



On a Billboard



On a TV slide.



On a Lapel Pin

L  **CKY**
YOU!

L  **CKY**
YOU!

L  **CKY**
YOU!

L  **CKY**
YOU!

MASTERPLAN

**'Cause You're
Always
in Demand!**



A NEW WAVE VISUAL

Paging Service Campaign



"'CAUSE YOU'RE ALWAYS IN DEMAND"

CAMPAIGNS

OBJECTIVE

The villain of the movie, "THE PRESIDENT'S ANALYST," was TPC, The Phone Company. It's ultimate aim was to implant tiny communications devices in everyone's brain to facilitate direct mind-to-mind dialing (cheaper than operator assisted, naturally). Such is the stuff of gimmicky science fiction movies. Still, the day and age of pocket phones and two-way video phones you can wear on your wrist are not too distant. Why? The need to stay in touch.

Where once only telephone personnel, doctors, and the police had access to pagers, now everyone who's anyone can have one of their very own...But then, you know that. You're probably also well aware of the increase in competition among companies offering this type of service.

Your objective, therefore, is to reach the potential answering service client with a more memorable message than those of your competitors. And you can, with the added impact of music, with the image of "'CAUSE YOU'RE ALWAYS IN DEMAND."

STRATEGY & EXECUTION

"'CAUSE YOU'RE ALWAYS IN DEMAND" acknowledges the potential customer's need for the service, reinforcing a conscious or unconscious decision to seek assistance. This reassurance that he or she is "doing the right thing" paves the way for your message, which can expound upon the quality and quantity of services available from your company.

The theme does this utilizing what is universally recognized as one of the most potent weapons in the advertiser's arsenal, music. Consider Bell Telephone's "REACH OUT AND TOUCH SOMEONE" campaign of recent years. Music is emotion. It touches feelings like no other single element available to the advertiser. Why else would over 80% of all broadcast commercials use music in one form or another?

The musical theme of "'CAUSE YOU'RE ALWAYS IN DEMAND" goes a step further than most images of this type by incorporating the actual sound of a paging beeper in the melody, thereby adding to the impact of the tune.

In addition to the complete musical image, your "'CAUSE YOU'RE ALWAYS IN DEMAND" campaign features extenders, which are commercials that help expand upon the basic theme, to demonstrate how you can use your new image to highlight different aspects of your services.



""CAUSE YOU'RE ALWAYS IN DEMAND""

CAMPAIGNS

Rounding out your new ""CAUSE YOU'RE ALWAYS IN DEMAND"" campaign is camera-ready artwork. The importance of this artwork is that it will help you maintain theme consistency, a vital consideration to advertising effectiveness, in all your print advertising, from point-of-purchase to billboards.

The time is right for implementing your new ""CAUSE YOU'RE ALWAYS IN DEMAND"" campaign. Use it to increase recognition and demand for your services. It'll work to bring you more than your share of the business ""CAUSE YOU'RE ALWAYS IN DEMAND.""

SUMMARY

To recap the important points of your new ""CAUSE YOU'RE ALWAYS IN DEMAND"" campaign:

- * It reinforces the feeling that potential customers are doing the right thing by seeking your services.
- * It paves the way for you to expound on the quality and quantity of the services your business offers.
- * It uses music to drive home your message, improving memorability and motivation in much the same manner as national advertisers do.
- * It provides all the necessary elements to maintain theme consistency in all of your advertising.

""CAUSE YOU'RE ALWAYS IN DEMAND"" will insure the demand for your services for a long time to come.



CAMPAIGNS

"'CAUSE YOU'RE ALWAYS IN DEMAND"

(A-6179 - dynamic energetic contemporary)

Demonstrated for: Paging Service

LINE

1. *"What you need is a beeper service,*
2. *'Cause you're always in demand!*
3. The beep keeps you in touch,
4. The beep tells you so much,
5. People who've succeeded need to know when they're needed,
6. No matter where you are, you're always close at hand,
7. *What you need is a beeper service,*
8. *'Cause you're always in demand!*
9. No ring or buzz, no honk or cheep,
10. Is anything like the beep! The beep! The beep! The beep!
11. Out and about, awake or asleep,
12. It's the beep! The beep! The beep! The beep!
13. No matter where you are, you're always close at hand,
14. *What you need is a beeper service,*
15. *'Cause you're always in demand!"*

CUT

1. :60 - CAMPAIGN SONG - Customized for demonstration purposes
2. :60 - Generic version - Full vocal
3. :60 - EXTENDER SPOT 1 - "NOT THE ANSWER"
4. :60 - EXTENDER SPOT 1 - Generic version
5. :60 - EXTENDER SPOT 2 - "FAMOUS ANSWERPHONE MESSAGES"
6. :60 - EXTENDER SPOT 2 - Generic version
7. :59 - EXTENDER SPOT 3 - "MISSED"
8. :59 - EXTENDER SPOT 3 - Generic version

CAMPAIGN SONG - additional versions

- | | LINES |
|---|--------------|
| 9. :60 - :00 intro/:28 vocal/:25 bed/:07 vocal close | (1-8)(14-15) |
| 10. :60 - :00 intro/:05 vocal/:44 bed/:11 vocal close | (1-2)(13-15) |
| 11. :60 - :52 bed/:07 vocal close | (14-15) |
| 12. :29 - Full vocal | (1-8) |
| 13. :29 - :00 intro/:05 vocal/:18 bed/:06 vocal close | (1-2)(7-8) |
| 14. :28 - :23 bed/:06 vocal close | (7-8) |
| 15. :10 - Full vocal | (6-8) |
| 16. :59 - Instrumental | |
| 17. :28 - Instrumental | |
| 18. :10 - Instrumental | |



CAMPAIGNS

"CAUSE YOU'RE ALWAYS IN DEMAND"

EXTENDER #1: "NOT THE ANSWER"

For a customized sample, see:
DISC 40, SIDE 1, CUT 3

:60 SCRIPT - Requires Male

YOU: "When is an answer phone not the answer?"

FX: ANSWER PHONE SEQUENCE/MALE 1 FILTERED/FEMALE 2 CLEAR

MALE 1: "Hi, Julie. I left a message on your answer-
phone..."

FEMALE 1: "You did?"

MALE 1: "...that I got two tickets for the concert."

FEMALE 1: "Fantastic!"

MALE 1: "But I guess you didn't get it in time though."

FEMALE 1: "What?! Oh, no, the concert was last night."

MALE 1: "The band was great. Standing room only.
Well, better luck next time."

FEMALE 1: "Darn!"

FX: END 1st SEQUENCE/PICK UP 2nd/MALE 2 FILTERED/MALE 3 CLEAR

MALE 2: "Sorry you weren't at home when I called, Mr.
Feltzer. If you could have answered the ques-
tion, 'who's buried in Grant's Tomb?,'..."

MALE 3: "I know that."

MALE 2: "You would've won an all-expense paid trip for
two around the world!"

MALE 3: "Yeah, but I know the answer! I know the answer!"

MALE 2: "Maybe next time."



CAMPAIGNS

"CAUSE YOU'RE ALWAYS IN DEMAND"

EXTENDER #1: "NOT THE ANSWER"

page 2

FX: END 2nd SEQUENCE

YOU: *"Some calls, and callers, can't wait. That's why
you need _____. With _____
_____, they don't have to...Your calls will
catch up with you, where ever you are."*

FX: 3rd PHONE SEQUENCE/MALE 4 FILTERED/POLICE SIRENS IN BKG FILTERED

MALE 4: *"Duh...Hey, Lifty...da money's buried out back by
the old tree...Uh, I gotta go now..."*

FX: SEQUENCE ENDS

YOU: *"When an answer phone's not the answer, call
_____. 'Cause you're always in demand."*

JINGLE

MASTERPLAN

CAMPAIGNS

"CAUSE YOU'RE ALWAYS IN DEMAND"

EXTENDER #2: "FAMOUS ANSWER PHONE MESSAGES"

For a customized sample, see:
DISC 40, SIDE 1, CUT 5

:60 SCRIPT - Requires Male

YOU: "So you ask yourself, 'what's the worst that can happen if I don't get my messages right away?' To answer that, _____ presents, 'Famous Answer Phone Messages.'"

FX: PHONE SEQUENCE/ETC.

MAN 1: "Yeah, Moses, I've been thinking about the commandments. I'd like to change a few, and maybe add a couple, so hold off showin'em around until I've had a chance to rewrite them. What'd you think about...The Twelve Commandments?"

FX: PHONE SEQUENCE/CHEERING, TRUMPETS, ETC.

MAN 2: "This is agent X-X-V-I-I. Make sure the Trojan high command gets this message immediately. The Greeks are planning a sneak attack. Look all gift horses in the mouth."

FX: PHONE SEQUENCE/INDIANS/GUNFIRE/BUGLES

MAN 3: "General Terry? Custer here. I think I've found the main Indian camp. It's near the Little Big Horn. You can help me finish'em off. Yeah, I'll be sure to save you some."

FX: PHONE SEQUENCE ENDS



CAMPAIGNS

"CAUSE YOU'RE ALWAYS IN DEMAND"

EXTENDER #2: "FAMOUS ANSWER PHONE MESSAGES"

page 2

YOU: *"What's the worst that can happen if you don't get your messages right away? Why worry, when _____ will see you never miss a single one? _____ brings your messages to you, any where, every time. Stop worrying about missed calls, and call _____."*

JINGLE



CAMPAIGNS

"CAUSE YOU'RE ALWAYS IN DEMAND"

EXTENDER #3: "MISSED"

For a customized sample, see:
DISC 40, SIDE 1, CUT 7

:60 SCRIPT - Requires Male

MAN #1: "...And I told him the plan couldn't miss. Well, he said..."

MAN #2: "I'll sleep on it and call you in the morning."

MAN #1: "Well, I had forgotten I had an appointment the next day, so when I got back to the office, I had a message on my answer phone asking..."

MAN #2: "...to call me as soon as you can."

MAN #1: "So I called. Only he was out."

MAN #2: "Please leave your message at the sound of the tone."

FX: BEEP

MAN #1: "I asked him to call back after lunch. I left to get something to eat, and by the time I got back, he had called, saying..."

MAN #2: "...call me and let's set up a meeting for dinner."

MAN #1: "But when I did, he was already gone for the day. What can I say? This went on for weeks. At first he called, then I'd call."

YOU: *"Sound familiar? If you're tired of getting the answer phone run-around, give _____ a ring. With _____'s answering service, your calls catch up to you where ever you are. And when you're talking business, isn't it worth it?"*

"CAUSE YOU'RE ALWAYS IN DEMAND"

EXTENDER #3: "MISSED"

page 2

MASTERPLAN

CAMPAIGNS

MAN #1: "Well, the outcome was that he finally went with a competitor. Some guys have all the luck."

YOU: "Or maybe he's just got _____."

If you're always in demand, you need _____."

JINGLE



USE OF ARTWORK FOR THE "CAUSE YOU'RE ALWAYS IN DEMAND!" CAMPAIGN

The "slick proofs" ("slicks") enclosed for "Cause You're Always in Demand!" represent "camera-ready" art. They are ready for use in reproducing printed materials.

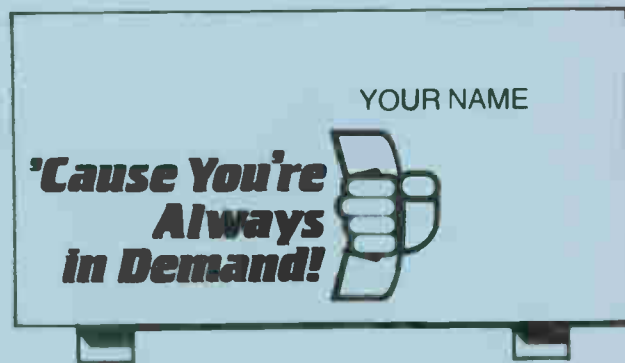
While various sizes are provided, any one of the elements may be reduced or enlarged photographically to the precise size required.

And, though they are provided in black, a printer may reproduce the element in whatever color is specified.

Suggested layouts using the "Cause You're Always in Demand!" graphics follow:



On a counter card.



On a Billboard

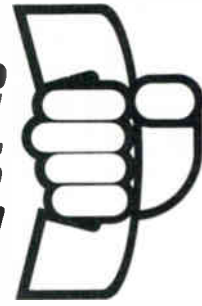


On a TV slide.

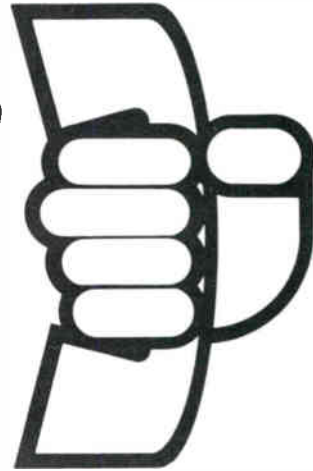


On a Lapel Pin

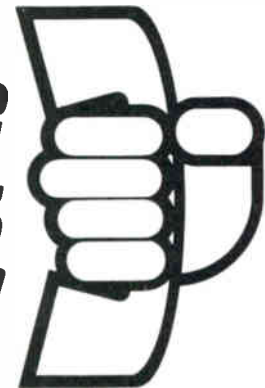
**'Cause You're
Always
in Demand!**



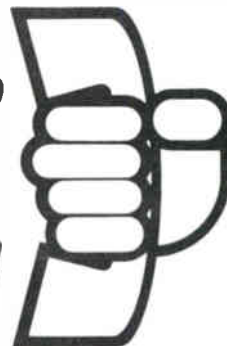
**'Cause You're
Always
in Demand!**



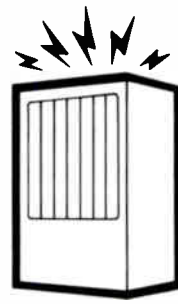
**'Cause You're
Always
in Demand!**



**'Cause You're
Always
in Demand!**



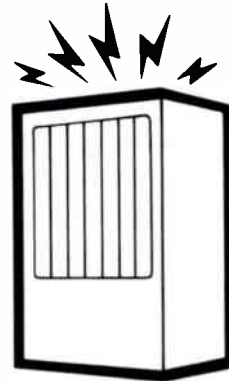
**'Cause You're
Always
in Demand!**



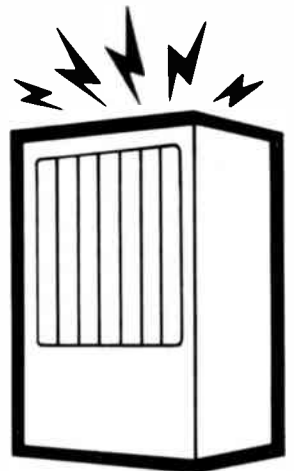
**'Cause You're
Always
in Demand!**



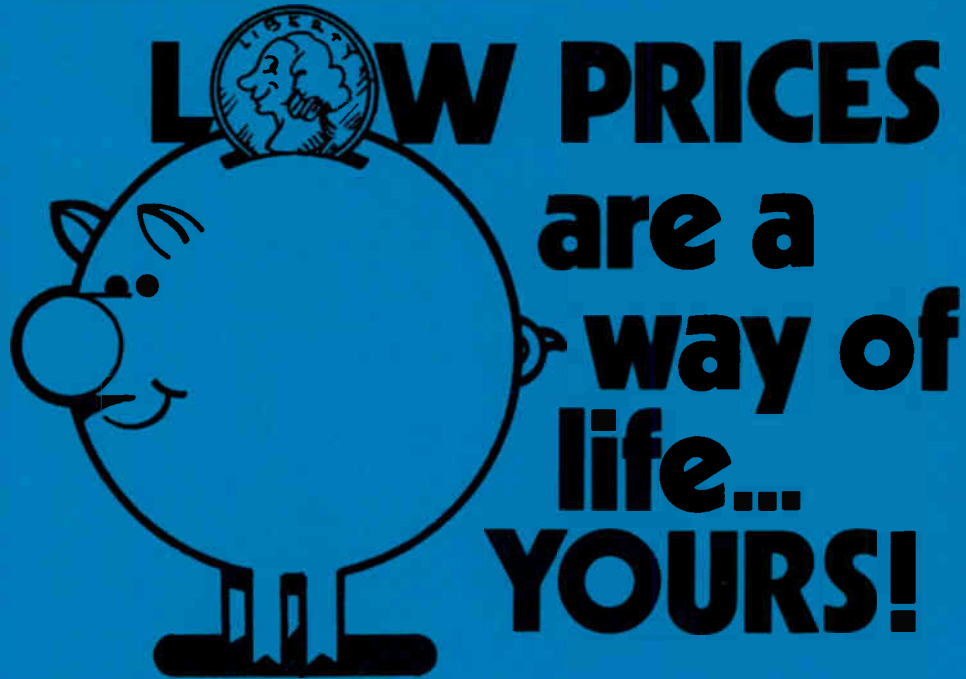
**'Cause You're
Always
in Demand!**



**'Cause You're
Always
in Demand!**



MASTERPLAN



A NEW WAVE VISUAL

Discount Campaign



"LOW PRICES ARE A WAY OF LIFE"

CAMPAIGNS

OBJECTIVE

A Purdue University professor, Lee Kreul, has found that restaurants generally try to create the illusion of savings with the number 9. Why the number 9? Rather than round a price off to the next highest dollar figure, the \$6.99 special or whatever seems to indicate a cost consciousness on the part of the restaurant, or so it's perceived by potential customers.

It's amazing what merchants will do to create the illusion of savings, rather than actually generate honest-to-goodness values. That's where you differ, and what you need to tell customers, both current and potential.

A lot of businesses are blowing savings smokescreens, but you actually deliver the goods. And that's what we're going to help you tell people. How? With the image of "LOW PRICES ARE A WAY OF LIFE."

STRATEGY & EXECUTION

What helps to increase the profit potential of this campaign for you is that it utilizes the advertising element recognized by most experts as the leading factor in successful promotions - Music. Music brushes aside built up sales resistance to strike the responsive chord that exists in each and every consumer. Music plays on their emotions, creating a tune that'll make your cash registers ring.

How can we be so sure? Music is a proven winner, both in controlled tests and in the marketplace itself. Research has shown music to be unequalled in primary message registration, or put more simply, it's number one in getting your message across. That's why music, in some form, is currently employed by 80% of all broadcast advertising.

"LOW PRICES ARE A WAY OF LIFE" doesn't merely talk a good deal, it sings a great one, drowning out your competitors like nothing else. But music alone isn't always the answer. So that's why we've created a number of commercials built around your new theme. These spots demonstrate how your "LOW PRICES ARE A WAY OF LIFE" image will integrate into your current advertising plan for maximum impact.



"LOW PRICES ARE A WAY OF LIFE"

CAMPAIGNS

In addition to these campaign "extenders," your new image includes camera-ready artwork, for maintaining theme consistency in all your print advertising. This aspect is crucial to the success of your overall advertising program. Don't confuse customers with conflicting claims. Present one image to your target group in all your advertising, print and broadcast.

"LOW PRICES ARE A WAY OF LIFE." It's an image made for you, made for now. With it you can highlight all the different aspects of your business that set you apart from your competitors. It's a multi-media campaign ready to begin bringing you increased business and profits today.

SUMMARY

To briefly recap the benefits of your new "LOW PRICES ARE A WAY OF LIFE" campaign:

- * The theme supports your claim to actual values as opposed to illusory special savings.
- * It utilizes the advertising element widely recognized as the most effective factor in successful promotions today - Music.
- * It comes complete with spoken commercials to help extend your new theme and prolong the effective life of your campaign.
- * It provides you with camera-ready artwork for utilizing your new theme in all of your print advertising, an important consideration in regards to theme consistency.
- * It's ready to use now, when the question of savings is extremely relevant to your customers, both current and potential.

"LOW PRICES ARE A WAY OF LIFE," and the best way for you to advertise today.



CAMPAIGNS

"LOW PRICES ARE A WAY OF LIFE"

(A-5088 - rousing inflation fighter)

Demonstrated for: Discount Center

LINE

1. "One thing that we understand,
2. Low prices are a way of life,
3. Makin' your money go a long, long way,
4. It's your way of life!
5. Makin' the most out of what you get paid,
6. Is something that we understand,
7. One more thing we do for you -
8. *One thing that we understand,*
9. Low prices are a way of life...Yours.
10. It's your way of life,
11. Your way of living,
12. It's your way of life,
13. And we're behind you all the way,
14. It's something that we understand,
15. One more thing we do for you,
16. *One thing that we understand,*
17. Low prices are a way of life...Yours."

CUT

1. :58 - CAMPAIGN SONG - Customized for demonstration purposes
2. :58 - Generic version - Full vocal
3. :58 - EXTENDER SPOT 1 - "WARTS"
4. :58 - EXTENDER SPOT 1 - Generic version
5. :60 - EXTENDER SPOT 2 - "IDENTITY CRISIS"
6. :59 - EXTENDER SPOT 2 - Generic version
7. :58 - EXTENDER SPOT 3 - "THIRD FLOOR"
8. :58 - EXTENDER SPOT 3 - Generic version

CAMPAIGN SONG - additional versions

9. :58 - :00 intro/:11 vocal/:20 bed/:27 vocal close
10. :58 - :00 intro/:11 vocal/:39 bed/:08 vocal close
11. :58 - :50 bed/:08 vocal close
12. :30 - Full vocal
13. :30 - :00 intro/:06 vocal/:16 bed/:08 vocal close
14. :30 - :22 bed/:08 vocal close
15. :10 - Full vocal

LINES

- | | | |
|-----|---|--------------|
| 9. | :58 - :00 intro/:11 vocal/:20 bed/:27 vocal close | (1-4)(10-17) |
| 10. | :58 - :00 intro/:11 vocal/:39 bed/:08 vocal close | (1-4)(16-17) |
| 11. | :58 - :50 bed/:08 vocal close | (16-17) |
| 12. | :30 - Full vocal | (1-9) |
| 13. | :30 - :00 intro/:06 vocal/:16 bed/:08 vocal close | (1-2)(8-9) |
| 14. | :30 - :22 bed/:08 vocal close | (8-9) |
| 15. | :10 - Full vocal | (8-9) |
| 16. | :58 - Instrumental | |
| 17. | :30 - Instrumental | |
| 18. | :10 - Instrumental | |

"LOW PRICES ARE A WAY OF LIFE"



CAMPAIGNS

EXTENDER #1: "WARTS"

For a customized sample, see:
DISC 40, SIDE 2, CUT 3

:60 SCRIPT - Requires Male

MUSIC: FAIRY TALE TYPE

MAN: "And so Cinderella and Prince Charming lived happily ever after."

MUSIC: QUICK STOP OF MUSIC

WOMAN: "Happily ever after my glass slipper. After the pumpkin blight wiped out everything, the Prince and I have lived on a very tight budget. No more fancy dress balls. No servants. And to top it off, we just got Fairy Godmother's bill."

YOU: "Sounds bad. Have you tried shopping at _____ as a way of controlling costs?"

WOMAN: "Who's life?"

YOU: "Yours, of course. _____ help you handle the high cost of living with low prices on quality products for the home."

WOMAN: "Ooh, ooh fantastic! I can hardly wait for Charming to get home so I can tell him."

FX: KNOCK AT DOOR

WOMAN: "Ooh, ooh that must be him now."

FX: DOOR OPENS & FROG CROAK



CAMPAIGNS

WOMAN: "Ooh, what'd you do? Insult the witch again so she'd turn you into a frog? I said I wouldn't kiss you if you came home like this again. Warts all over my lips."

YOU: *"Well, I can see you're...uh...busy. Maybe I'll see you at _____, where low prices are a way of life."*

WOMAN: "I'll be the one with the frog."



CAMPAIGNS

"LOW PRICES ARE A WAY OF LIFE"

EXTENDER #2: "IDENTITY CRISIS"

For a customized sample, see:
DISC 40, SIDE 2, CUT 5

:60 SCRIPT - Requires Male

FX: TO SUPPORT

VOICE: "You don't know what it's like, Doctor."

YOU: "Well, why don't you tell me about it?"

VOICE: "I feel very...pressured...to belong. I'm always joining things."

YOU: "I see."

VOICE: "I even lied about being married so I could join a planned parenthood group. They asked me to be poster child."

YOU: "Yes, go on."

VOICE: "And I'm pressured to buy the right things. It's costing me a fortune. Doctor, do you think you can save me?"

YOU: "Why, it'll save you. See, low prices are a way of life at _____. Your way of life, because _____ offers low everyday prices on quality clothes and products for your home."

VOICE: "Well, Doctor...I think you've...helped me. I feel better already."

YOU: "Good, now to keep that feeling all you need to do is shop at _____, where low prices are a way of life. Yours."



"LOW PRICES ARE A WAY OF LIFE"
EXTENDER #2: "IDENTITY CRISIS"

page 2

CAMPAIGNS

VOICE: "Fantastic. I just don't know how Diane will take it."

YOU: "*Diane?*"

VOICE: "Keaton. I've already told her she'd star in my next
movie."

YOU: "*I see.*"



CAMPAIGNS

"LOW PRICES ARE A WAY OF LIFE"

EXTENDER #3: "THIRD FLOOR"

For a customized sample, see:
DISC 40, SIDE 2, CUT 7

:60 SCRIPT - Requires Female

FX: NORMAL HOUSEHOLD BKG

MAN: "What's wrong this time?"

WOMAN: "What's wrong? Don't you know?"

MAN: "No. So tell me."

WOMAN: "Okay, I will. I send you out on a simple shopping errand, and you come back loaded down with...with..."

MAN: "I know what it is...It's the shoelaces."

WOMAN: "The shoelaces?"

MAN: "They were on sale."

WOMAN: "They're purple."

MAN: "That's why I got the dye."

WOMAN: "Ten gallons?"

MAN: "It was a special sale. I was saving us money."

WOMAN: "I save money by shopping at _____

_____."

MAN: "Yeah, yeah, I've heard. Where low prices are a way of life, right?"

WOMAN: "It's true. I can save all the money I need at _____ without buying... purple shoelaces."

MASTERPLAN

CAMPAIGNS

"LOW PRICES ARE A WAY OF LIFE"
EXTENDER #3: "THIRD FLOOR"

page 2

MAN: "See? I knew it was the purple shoelaces."

WOMAN: "It's not the purple shoelaces. It's not the dye! It's this idea you've got that you have to buy everything on sale to save. With _____, you don't have to!"

MAN: "It's not the shoelaces...and it's not the dye. (FINGER SNAP) I've got it! It's the riding lawn mower."

WOMAN: "But...but we live in a third floor apartment."

MAN: "Oh...I forgot."

MASTER PLAN

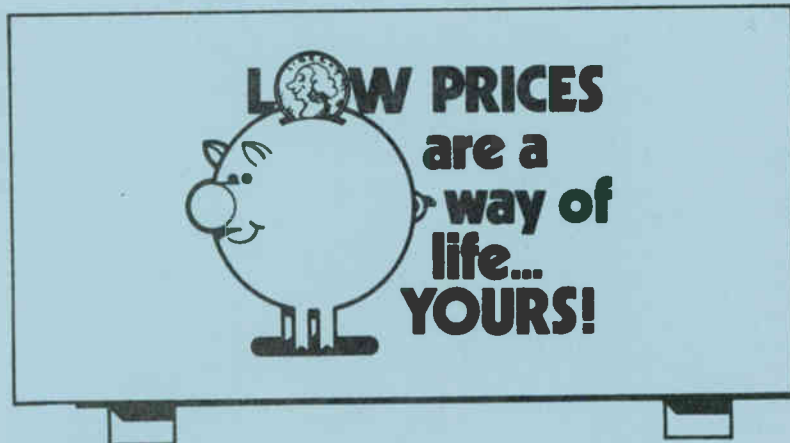
USE OF ARTWORK FOR THE "LOW PRICES ARE A WAY OF LIFE...YOURS!" CAMPAIGN

The "slick proofs" ("slicks") enclosed for "Low Prices are a Way of Life...Yours!" represent "camera-ready" art. They are ready for use in reproducing printed materials.

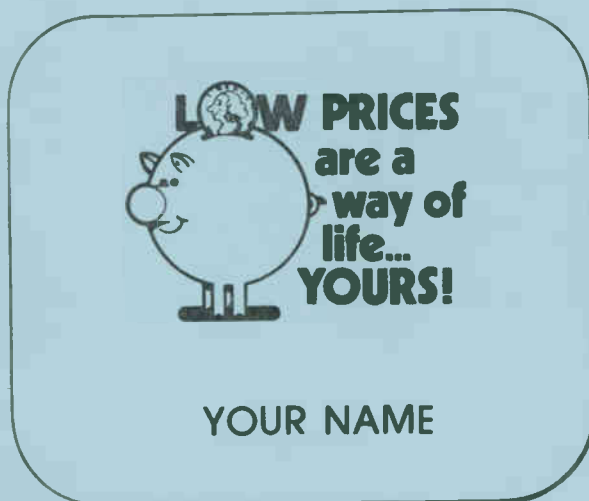
While various sizes are provided, any one of the elements may be reduced or enlarged photographically to the precise size required.

And, though they are provided in black, a printer may reproduce the element in whatever color is specified.

Suggested layouts using the "Low Prices are a Way of Life...Yours!" graphics follow:



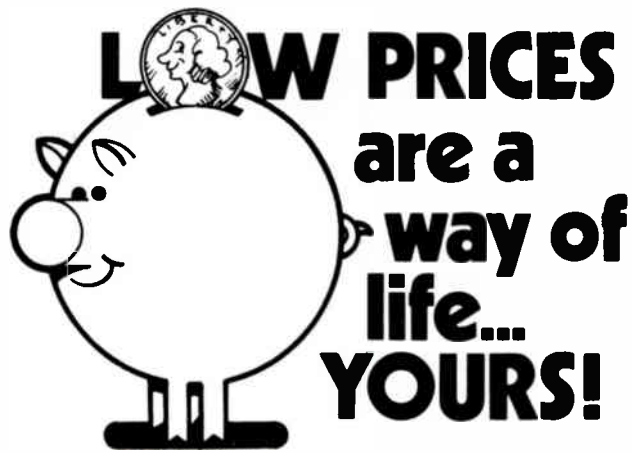
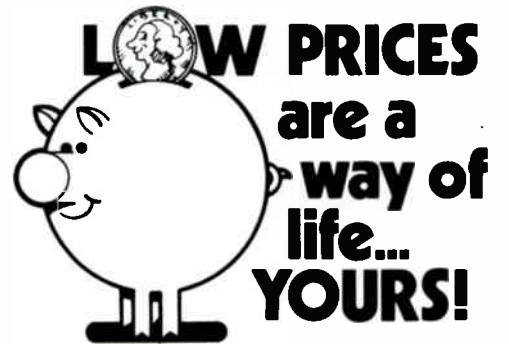
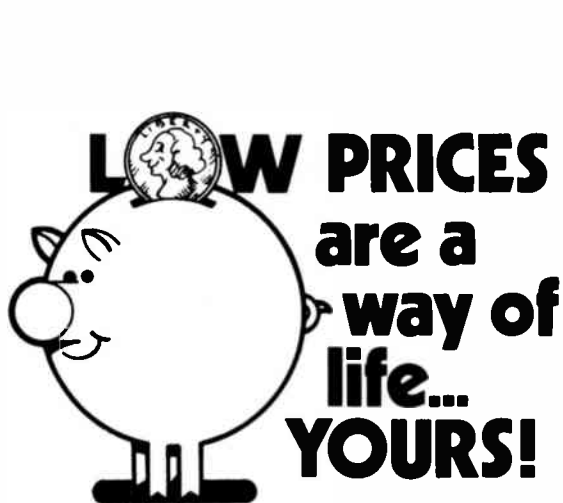
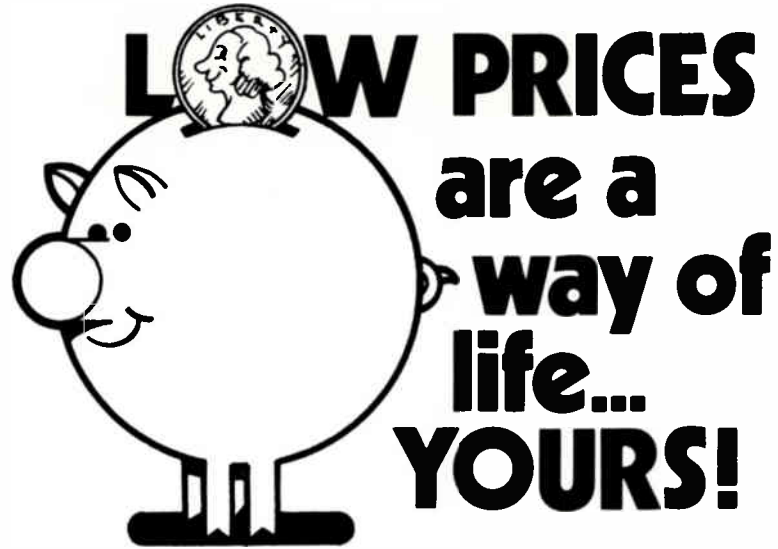
On a Billboard



On a TV slide.



On a Bus Card



MASTERPLAN



**You'll Hear
A GREAT DEAL
from Us!**

A NEW WAVE VISUAL

Audio Dealer Campaign

MASTERPLAN

"YOU'LL HEAR A GREAT DEAL FROM US"

CAMPAIGNS

OBJECTIVE:

Since the first stereo records hit the market in 1958, sound has never been the same. Today's connoisseur of music expects the best audio equipment his money can buy. When he walks into your store he wants to hear a great deal - in sound and price.

With the myriad of audio equipment stores around, how do you get your potential customers to choose you? Great equipment and prices aren't enough. You've got to project yourself in a strong, definitive way. "YOU'LL HEAR A GREAT DEAL FROM US" will give you the exposure and memorability you need.

STRATEGY AND EXECUTION:

"YOU'LL HEAR A GREAT DEAL FROM US" lets everyone know where to come for the top in audio equipment at a good price. This double entendre creates an image of quality products, reasonable prices, good service and reliability. This image expresses all the facets of your business in the most memorable way.

Memorability - that's the key. Your products, service, and prices are the best, but how do you get all this across in your broadcast advertising without sounding like a grocery list? MUSIC! It's the most effective tool the advertising industry has at its disposal. Music by-passes consumers' built-up resistance and works on the subconscious. We all listen with more than our ears, hearing more, thus giving you more of an opportunity to get your message across. It's for this reason over 80% of all broadcast advertising uses music. You can join in this wise move by using "YOU'LL HEAR A GREAT DEAL FROM US," to convey your message.

The music establishes and transmits your image of the place to go for audio equipment. To lengthen the life of your campaign, and to expand your theme, we've developed a series of commercials, called extenders, for you to identify the distinguishing features of your store and keep your name in the public's mind.

A comprehensive advertising campaign will include both broadcast and print, utilizing the same theme. You establish your identity through music, reinforce it with the use of the extenders, and, to help you maintain your advertising's congruity, camera-ready artwork is included to aid you with your print advertising. "YOU'LL HEAR A GREAT DEAL FROM US" establishes you as the place for great deals, great products, and great service.

MASTERPLAN

"YOU'LL HEAR A GREAT DEAL FROM US"

CAMPAIGNS

Cont'd

SUMMARY:

Here's a summary of the advantages of your new "YOU'LL HEAR A GREAT DEAL FROM US" image campaign:

- * Your campaign, first and foremost, utilizes music, the most effective tool of advertising, reaching the consumer through more than just a passive ear.
- * The success of your new advertising campaign is prolonged through the use of the commercial extenders, designed to maintain your image and distinguish a variety of aspects of your business.
- * Camera-ready art is included to assist you with the continuity of your advertising, providing you with theme consistency in both your broadcast and print advertising.

When you use your new image campaign, "YOU'LL HEAR A GREAT DEAL FROM US," you're letting your customers and potential customers know exactly what they can expect from you, a great deal from a leader in audio equipment.

MASTERPLAN

CAMPAIGNS

"YOU'LL HEAR A GREAT DEAL FROM US"

(A-5092 - driving beat, contemporary)

Demonstrated for: Audio Store

Customized For: "Saxitone Tapes"

LINE

1. "We're sound all around.
2. You'll hear a great deal from us.
3. We're sound all around.
4. With products you can trust.
5. Everyday low prices will let you have the best.
6. Don't compromise.
7. You'll hear a great deal from us,
8. *We're sound all around.*
9. We're sound all around.
10. We're sound left and right.
11. Everything you want and more.
12. If value's what you're looking for,
13. Come and get an earful, we'll take you to the max,
14. And do it for less.
15. You'll hear a great deal from us,
16. *We're sound all around."*

CUT

1. :60 - CAMPAIGN SONG - Customized for demonstration purposes
2. :60 - Generic version - Full vocal
3. :60 - EXTENDER SPOT #1 - "VISIT YOUR STEREO"
4. :60 - Generic version
5. :60 - EXTENDER SPOT #2 - "THE SHELL GAME"
6. :60 - Generic version
7. :60 - EXTENDER SPOT #3 - "COMPLAINT DEPARTMENT"
8. :60 - Generic version

CAMPAIGN SONGS - additional versions

9. :60 - :01 intro/:28 vocal/:17 bed/:14 vocal close
10. :60 - :01 intro/:08 vocal/:45 bed/:06 vocal close
11. :60 - :47 bed/:13 vocal close
12. :30 - Full vocal
13. :30 - :01 intro/:08 vocal/:15 bed/:06 vocal close
14. :30 - :24 bed/:06 vocal close
15. :10 - Full vocal
16. :60 - instrumental
17. :30 - instrumental
18. :10 - instrumental

LINES:

- (1-8)(13-16)
 (1-2)(15-16)
 (13-16)
 (1-8)
 (1-2)(7-8)
 (7-8)
 (7*-8)

*Repeat twice



CAMPAIGNS

"YOU'LL HEAR A GREAT DEAL FROM US"

EXTENDER 1: "VISIT YOUR STEREO"

For customized sample, see:

DISC 42, SIDE 1, CUT 3

:60 SCRIPT - Requires: Male or Female

VOICE: "For weeks all I heard about was the great deal on a sound system from Ernie's Incredible Worldwide Stereo Shop and Sewing Center. Finally I went there and picked up a stereo for a song. That's about all I heard before the sound went south. But you haven't heard anything yet. You know Ernie's factory trained repairmen? Well, they're still at the factory, which is located somewhere that sounds like what might come out if you tried to say 'Poughkeepsie' while sneezing."

YOU: *"The great deal you hear from _____ doesn't stop with the sale. _____'s has experienced factory trained repairmen on the permises to handle any problems you might have quickly, so you can get back to hearing the great deal you got at _____."*

VOICE: "Now I'm saving my money so next summer I can take a vacation abroad and visit my stereo."

YOU: *"Hearing is believing, at _____."*

MASTERPLAN

CAMPAIGNS

"YOU'LL HEAR A GREAT DEAL FROM US"

EXTENDER 2: "THE SHELL GAME"

For customized sample, see:

DISC 42, SIDE 1, CUT 5

:60 SCRIPT - Requires: Male or Female

FX: STEREO SHOP BKG

YOU: *"Hi, there. Welcome to _____."
Can I...help you?"*

BOY: *"Hi. I'm Tommy, and this is 'lizabeth."*

GIRL: *"Hi."*

BOY: *"We heard that it's sound trade-in time."*

YOU: *"That's right. Just bring in your present
sound equipment to _____ and
find out how much we'll give you in trade
towards any of our fantastic new sound systems.
Uh...What do you have to trade?"*

BOY: *"This."*

FX: SETTING SOMETHING ON GLASS COUNTER

GIRL: *"It's a sea shell."*

BOY: *"If you hold it up to your ear, you can hear
the ocean."*

GIRL: *"The sea."*

YOU: *"Oh, well, I...I'm sure it's a very good sea
shell...It's just that ...well...uh."*

BOY: *"We've got money, too."*

YOU: *"Of course. And you'll find your money goes
further on quality sound equipment here at
_____. That's what we mean when
we say you'll hear a great deal from us."*

BOY: *"That's why we came here."*

YOU: *"A wise decision. What did you have in mind?"*

BOY: (IN UNISON WITH GIRL) *"A radio."*

GIRL: *"A 'sette recorder."*

YOU: *"Maybe something with both. We've got a large
selection here at _____, as you
can see. But about your...sea shell."*



CAMPAIGNS

"YOU'LL HEAR A GREAT DEAL FROM US"
EXTENDER 2: "THE SHELL GAME"
(continued)

BOY: "Never mind. We'll keep it. Here's our money."

FX: SETTING SOMETHING ON GLASS

VOICE: *"But these are..."*

BOY & GIRL IN UNISON: "Sand dollars."

VOICE: *"I should have known."*

MASTERPLAN

CAMPAIGNS

"YOU'LL HEAR A GREAT DEAL FROM US"
EXTENDER 3: "COMPLAINT DEPARTMENT"
For customized sample, see:
DISC 42, SIDE 1, CUT 7

:60 SCRIPT - Requires Male or Female

VOICE: "Yes, may I help you?"

YOU: "Uh...what?"

VOICE: "This is the complaint department. Now do you have a complaint or don't you?"

YOU: "I...uh...no."

VOICE: "I suppose you expect me to believe that."

YOU: "Huh?"

VOICE: "You make me sick."

YOU: "What?"

VOICE: "You know what I mean. The ones who say, 'no problem,' or 'everything's just fine.'"

YOU: "But I don't have a problem. Everything is just fine."

VOICE: "See, I told you."

YOU: "No, really. I got a great deal on a stereo system here at _____. And I know that _____ has the know-how to back up all of their terrific products with expert after the sale service."

VOICE: "I see. So you're going to be that way, are you?"

YOU: "What way?! Look, I don't know what on earth you're talking about. I'm happy with everything about _____."

VOICE: "Yes, well, we have nothing further to discuss then do we."

YOU: "Okay. (PAUSE) Uh, there is one thing."

VOICE: "Ah-ha, ah-ha! I knew you'd come around. They don't call this the complaint department for nothing. Well, let's have it. What's your problem?"

MASTERPLAN

CAMPAIGNS

"YOU'LL HEAR A GREAT DEAL FROM US"
EXTENDER 3: "COMPLAINT DEPARTMENT"
(continued)

YOU: *"Well-ah, well I was wondering if..."*

VOICE: "Yes, yes?"

YOU: *"...if you could tell me where the rest room is..."*

VOICE: "Ah-ha! Just as I th...Uh...Down the hall to the left."

MASTERPLAN

USE OF ARTWORK FOR THE "YOU'LL HEAR A GREAT DEAL FROM US!" CAMPAIGN

The "slick proofs" ("slicks") enclosed for "You'll Hear a Great Deal From Us" represent "camera-ready" art. They are ready for use in reproducing printed materials.

While various sizes are provided, any one of the elements may be reduced or enlarged photographically to the precise size required.

And, though they are provided in black, a printer may reproduce the element in whatever color is specified.

Suggested layouts using the "You'll Hear a Great Deal From Us" graphics follow:



On a Billboard



On a TV slide.



On a Bus Card



**You'll Hear
A GREAT DEAL
from Us!**



**You'll Hear
A GREAT DEAL
from Us!**



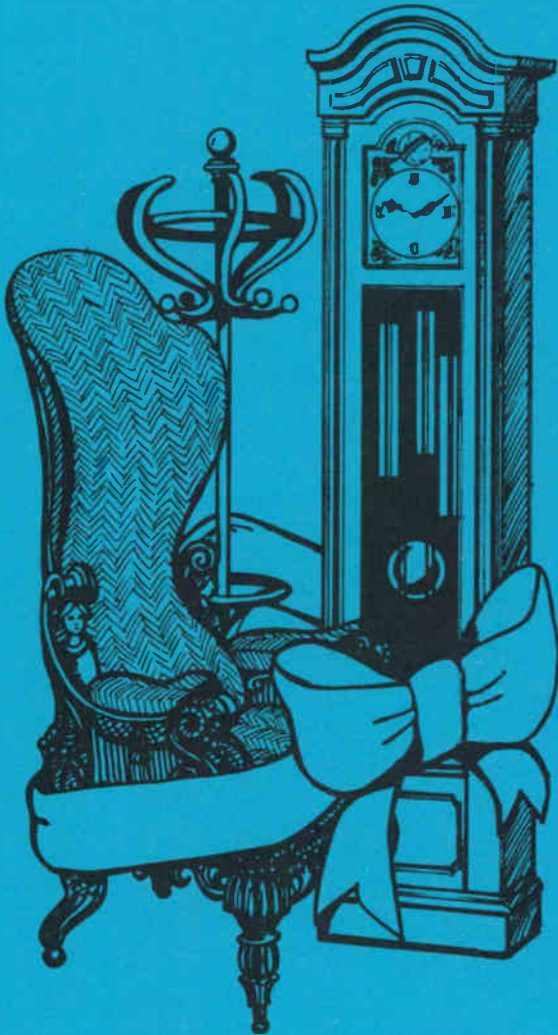
**You'll Hear
A GREAT DEAL
from Us!**



**You'll Hear
A GREAT DEAL
from Us!**



MASTERPLAN



**The PAST
is our PRESENT
to YOU**

A NEW WAVE VISUAL

**Antique Sales & Restoration
Campaign**

MASTERPLAN

"THE PAST IS OUR PRESENT TO YOU"

CAMPAIGNS

OBJECTIVE:

To survive the test of time is a special gift, and only those things of quality and fine craftsmanship can endure. Whether handed down from one generation to the next, or chosen from a world-wide selection, an antique is more than just a utilitarian object. Antiques are things of distinctive value, sentimental and financial. The return on the investment in an antique is well known, but there is much more than monetary rewards, as so many people have discovered.

Antique stores are appearing everywhere, from the large stores with only the finest pieces to the country stores that sell everything. To distinguish yourself, you must have more than a good stock; you've got to have an image that sets you apart from the competition. Preservation of the past, appreciation of what has stood the test of time, is the rare gift expressed so beautifully in your new campaign, "THE PAST IS OUR PRESENT TO YOU."

STRATEGY AND EXECUTION:

What better way is there to convey your message of bringing the gifts from the past to your customers than through music? Music is used in more than 80% of all broadcast advertising in one form or another. Music works on the emotions, enabling the mind to relax its conscious barriers and to be receptive to the message you want to communicate.

The campaign song establishes your theme of "THE PAST IS OUR PRESENT TO YOU," identifying you with the song and the sentiment. But there's more included in your campaign materials. Commercial extenders, specifically designed to accentuate important aspects of your business, lengthen the life of your advertising campaign, while maintaining the integrity of your theme, an essential part of every successful advertising campaign.

And to insure the continuity of your advertising, we have included camera-ready artwork for you to use in your print advertising utilizing the same theme of "THE PAST IS OUR PRESENT TO YOU." Image song, commercial extenders, camera-ready artwork, all designed to make your advertising a success and generate more business for you.



"THE PAST IS OUR PRESENT TO YOU"

CAMPAIGNS

Cont'd

SUMMARY:

To summarize, here's the advantages of using your campaign, "THE PAST IS OUR PRESENT TO YOU":

- * Music is the basis of this campaign, reaching the consumer on more than a conscious level. The music aids in relaying your message more effectively by working on the emotions.
- * Commercial extenders accentuate the aspects of your business you want highlighted while keeping your image intact.
- * Camera-ready artwork preserves your advertising's effectiveness by maintaining the same theme throughout every media, thereby refraining from confusing your customers.

There's more involved in antiques than money, and your campaign, "THE PAST IS OUR PRESENT TO YOU," expresses this in more than words.



CAMPAIGNS

"THE PAST IS OUR PRESENT TO YOU"

(A-5085 - soft ballad)

Demonstrated for: Antique Store

Customized Line: "Heritage Galleries"

LINE

1. *Proven through time,*
2. The past is our present to you.
3. Proven through time,
4. Tradition deserves preserving the things of beauty.
5. *Proven through time,*
6. The past is our present to you.
7. There is no time like the present
8. To cherish a piece of the past.
9. *Proven through time,*
10. The past is our present to you."

CUT

1. :59 - CAMPAIGN SONG - Customized for demonstration purposes
2. :59 - Generic version - Full vocal
3. :59 - EXTENDER SPOT #1 - "MUTUAL FEELINGS"
4. :59 - Generic version
5. :59 - EXTENDER SPOT #2 - "RIGHT SIDE/LEFT SIDE"
6. :59 - Generic version
7. :59 - EXTENDER SPOT #3 - "GOOD OL' DAYS"
8. :59 - Generic version

CAMPAIGN SONGS - additional versions

9. :59 - :02 intro/:19 vocal/:30 bed/:08 vocal close
10. :59 - :02 intro/:08 vocal/:41 bed/:08 vocal close
11. :59 - :51 bed/:08 vocal close
12. :29 - Full vocal
13. :29 - :02 intro/:08 vocal/:11 bed/:08 vocal close
14. :29 - :21 bed/:08 vocal close
15. :08 - Full vocal
16. :59 - instrumental
17. :29 - instrumental
18. :08 - instrumental

LINES:

- (1-4)(9-10)
 (1-2)(9-10)
 (9-10)
 (1-6)
 (1-2)(5-6)
 (5-6)
 (5-6)

MASTERPLAN

CAMPAIGNS

"THE PAST IS OUR PRESENT TO YOU"

EXTENDER 1: "MUTUAL FEELINGS"

For customized sample, see:

DISC 42, SIDE 2, CUT 3

:60 SCRIPT - Requires: Male or Female

YOU: *"Have you ever had a friend comment?"*

VOICE 1: *"My, what a beautiful Mutual Fund!"*

YOU: *"Probably not. But that's the problem with a lot of investments. You never actually see your investment. All you get is a piece of paper and if you display that..."*

VOICE 2: *"I never! Can you believe the way they flaunt it?"*

YOU: *"At _____, we believe you should be able to invest in things that bring you pleasure day after day... Things that get better as time goes on."*

VOICE 1: *"Oh, what a beautiful roll top desk!"*

VOICE 2: *"My, I wish I had a table like your."*

YOU: *"_____. We feel antiques can be shared and enjoyed by all. Invest in antiques. They're not getting older, they're getting to be a better investment."*

MASTERPLAN

CAMPAIGNS

"THE PAST IS OUR PRESENT TO YOU"
EXTENDER 2: "RIGHT SIDE/LEFT SIDE"
For customized sample, see:
DISC 42, SIDE 2, CUT 5

:60 SCRIPT - Requires: Male or Female

YOU: " _____ knows there's a logical way to look at antiques:"

VOICE 1: "Over the years my wife's collection of antiques has been one of my better investments. After all, my 40 shares of Mid-America's Tire Rim Wrench Company took a dive when they invented the tubeless tire. And the investment in the Zeplin Company...well, never really got off the ground. While her antiques have been no trouble at all and done nothing but increase in value. Now, that should tell me something."

YOU: "At _____ knows there's the emotional way to look at antiques:"

VOICE 2: "That's when you sit back and just stare. You enjoy what you own. Antiques look elegant and make you feel proud of your home. They're one of the few investments you can enjoy these days while their value grows and grows."

YOU: "No matter how you look at antiques...from the logical side or the emotional side... _____ looks like a good investment."

MASTERPLAN

CAMPAIGNS

"THE PAST IS OUR PRESENT TO YOU"

EXTENDER 3: "GOOD OL' DAYS"

For customized sample, see:

DISC 42, SIDE 2, CUT 7

:60 SCRIPT - Requires: Male or Female

VOICE 1: "Do you remember when the best investments were city bonds?"

VOICE 2: "Yeah, and antiques were a good investment back then too."

VOICE 1: "Boy, do you remember the good old days when anybody could make a killing playing the stock market?"

VOICE 2: "That was a ways back. I used to buy all the utility stock I could get my hands on and invested in antiques on the side. I make some pretty good money off of those investments."

VOICE 1: "Not that I want to but, do you remember how double digit inflation almost ruined your portfolio?"

VOICE 2: "Sure do! Thank goodness I had my collection of antiques. They were worth more than ever."

VOICE 1: "It's tough to stay ahead of this game. I wonder where the economy will take us next."

YOU: "_____ . *An old idea whose time has come...again.*"

MASTERPLAN

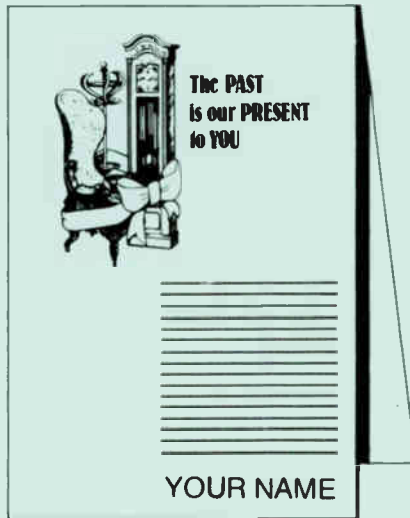
USE OF ARTWORK FOR THE “THE PAST IS OUR PRESENT TO YOU” CAMPAIGN

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And, though they are provided in black, a printer may reproduce the element in whatever color is specified.

Suggested layouts using the “The Past is our Present to You” graphics follow:



On a counter card.



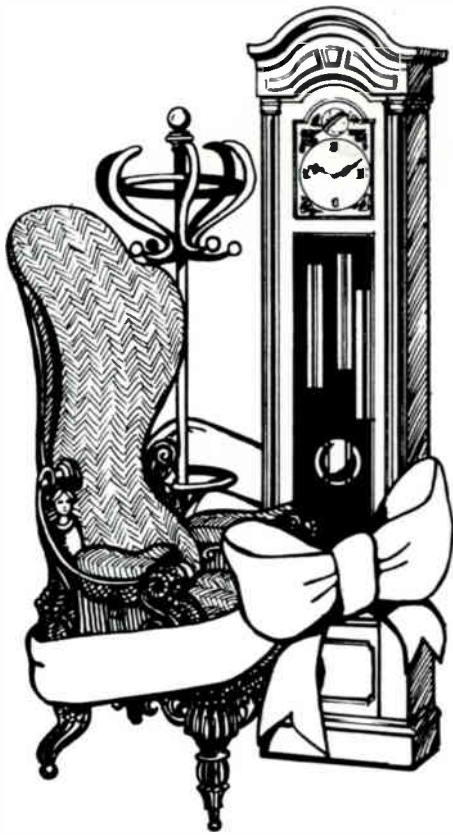
On a Billboard



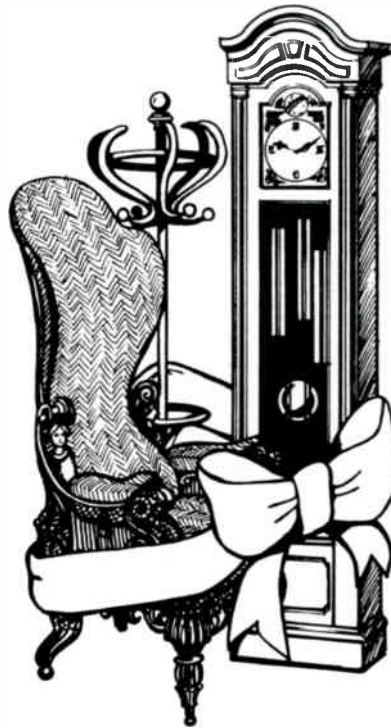
On a TV slide.



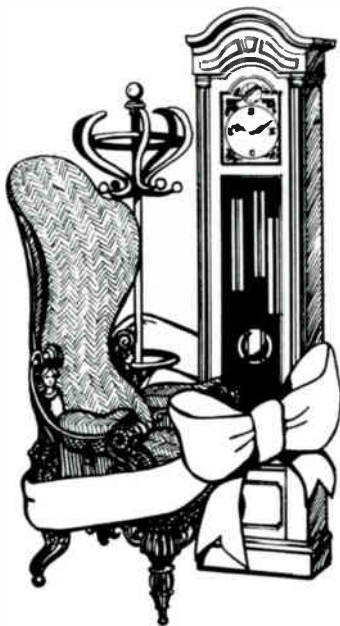
On a Lapel Pin



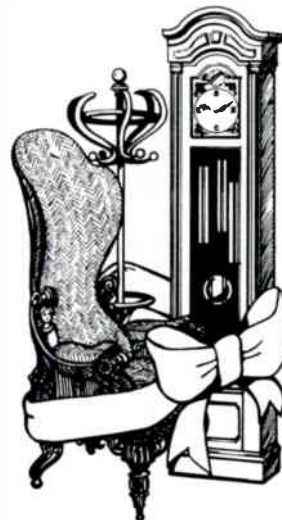
**The PAST
is our PRESENT
to YOU**



**The PAST
is our PRESENT
to YOU**



**The PAST
is our PRESENT
to YOU**



**The PAST
is our PRESENT
to YOU**

MASTERPLAN



**We'll Have You
Sitting Pretty**

A NEW WAVE VISUAL
Furniture Rental Campaign



"WE'LL HAVE YOU SITTING PRETTY"

CAMPAIGNS

OBJECTIVE

"Don't unpack! ...Recent studies show that 20% of the population moves at least once a year."

- The Average Book

In today's fast-paced, highly mobile society, there's a rising demand for businesses catering to people seeking lifestyles that enable them to "pick up stakes" and move with ease from one place to another. Businesses like yours.

Transport companies aren't the only beneficiaries of society's ever-increasing mobility. Your business alleviates many worries and expenses in respect to moving.

But you must ask yourself, "where does one go to lease/rent quality furnishings?" What styles are available, and which are most attractive to the consumer? How does the cost of this service affect the consumer's decision? To answer questions like these, and compete effectively for your share of the growing market, you need a strong image capable of;

- A. Acquainting potential home furnishing buyers with a viable alternative; the benefit of leasing/renting.
- B. Projecting your benefits to consumers in a more memorable fashion than the images of your competitors.

"WE'LL HAVE YOU SITTING PRETTY" promises more than just furniture, and it delivers.

STRATEGY & EXECUTION

The average minimum cost to furnish a two bedroom apartment with new furniture is \$1,800. How many people with an immediate need for furnishings have this much cash on hand to spend? Considering skyrocketing interest rates, even financing an apartment full of furniture becomes a financial nightmare.

"WE'LL HAVE YOU SITTING PRETTY" provides an attractive alternative that benefits from the advertising impact of a double entendre. Instead of one message, your image conveys two separate, yet important, meanings to your potential customers.

1. We'll take care of your immediate problem - furniture.
2. We'll create an attractive home setting for you.



CAMPAIGNS

CONT'D

"SITTING PRETTY" is a multi-media (print and broadcast) campaign that attracts the attention of the shopper in the market for furniture. This warm and personable image is presented by one of advertising's most effective tools - music. Your image is conveyed to your target in much the same manner as highly successful national advertising campaigns. Why is music so popular? Because research has shown it to substantially increase primary message registration; getting the message across.

To kick off your "Sitting Pretty" campaign, plan a heavy broadcast schedule utilizing the full lyric version with your name and location tagged at the end. At this point we strongly recommend customizing the image with your name for even greater impact and the benefits of immediate recognition.

To help expand your image later, we've provided camera-ready artwork and even campaign extender spots, all of which will greatly aid in theme consistency, a vital consideration to any effective advertising/marketing plan. Together with your campaign song, these components will help provide longevity and enable you to highlight various aspects of your business at will.

SUMMARY

The following are key points in your new "WE'LL HAVE YOU SITTING PRETTY" campaign:

- * Your image presents an attractive alternative to the purchase of home furnishings.
- * Your image suggests an extremely service-oriented and down-to-earth approach to business.
- * Theme consistency is insured through the multi-media materials provided (campaign song, extender spots, camera-ready artwork).
- * The support materials included with your campaign package help to prolong the effective life of your image.

"WE'LL HAVE YOU SITTING PRETTY" is a campaign designed for you... An image promising the best of everything - style, comfort, and convenience.



CAMPAIGNS

"WE'LL HAVE YOU SITTIN' PRETTY!"

(A-5077 - upbeat contemporary, perky)

DEMONSTRATED FOR: FURNITURE STORE

CUSTOMIZED LINE: "Finger Furniture Rental"

LINE:

1. "We'll set the stage, we'll get the props,
2. The houselights are on and things are right.
3. We got an act that just won't stop,
4. And you're the star that's shinin' bright.
5. The spotlight's on you, now you're a star,
6. *(Your home is center stage,)*
7. We'll have you sittin' pretty.
8. Some terrific lights for you,
9. And all the extras too,
10. 'Cause you're a famous star with us.
11. So raise the curtain and take your place.
12. We're gonna make your face a household word.
13. The spotlight's on you, now you're a star,
14. *(Your home is center stage,)*
15. We'll have you sittin' pretty."

CUT:

1. :58 - CAMPAIGN SONG - Customized for demonstration purposes
2. :58 - Generic version - Full vocal
3. :61 - EXTENDER SPOT #1 - "SHERLOCK" - Customized version
4. :61 - Generic version
5. :60 - EXTENDER SPOT #2 - "ONE VOICE" - Customized version
6. :60 - Generic version
7. :61 - EXTENDER SPOT #3 - "ON THE SPOT" - Customized version
8. :61 - Generic version

CAMPAIGN SONGS - additional versions

9. :58 - :02 intro/:09 vocal/:20 bed/:27 vocal close
10. :58 - :02 intro/:09 vocal/:37 bed/:10 vocal close
11. :58 - :48 bed/:10 vocal close
12. :30 - Full vocal
13. :30 - :02 intro/:09 vocal/:13 bed/:06 vocal close
14. :30 - :20 bed/:10 vocal close
15. :10 - Full vocal

LINES:

- (1-2)(8-15)
 (1-2)(13-15)
 (13-15)
 (1-7)
 (1-2)(6-7)
 (5-7)
 (5-7)

16. :58 - instrumental
17. :30 - instrumental
18. :10 - instrumental



CAMPAIGNS

"WE'LL HAVE YOU SITTING PRETTY"

EXTENDER 1: "SHERLOCK"

For customized sample, see:
DISC 44, SIDE 1, CUT 3

:60 script - Requires Male

FX: MANTLE CLOCK TICKING SLOWLY

VOICE 1: "From the evidence I've gathered, I believe that this very room is the scene of the crime."

VOICE 2: "If a crime was committed in this room, the interior decorator is the culprit."

VOICE 1: "What makes you say that, Lady Winthrop?"

VOICE 2: "I didn't say that. What I said was..."

VOICE 3: "He knows what you said, Gert."

VOICE 2: "Just look at the furniture, Inspector. Ghastly. It looks like early Inquisition."

YOU: "I told uncle to rent furniture from _____."

VOICE 1: "I'm sorry. I didn't catch the name."

YOU: "I'm Mr. Favershaw."

VOICE 1: "Not your name. The name you said just now."

YOU: "_____, Inspector. I'm sure you've heard their commercials. They're the ones renting all kinds of furniture for less."

VOICE 3: "Money, Dudley. That's all you ever think about."

YOU: "It's not just the money! _____ rents only quality, name brand furnishings for any room of the house."



CAMPAIGNS

VOICE 1: "Could you give an example?"

YOU: "_____ has a three piece Broyhill living room group that rents for just \$_____ a month."

VOICE 1: "Amazing."

YOU: "I don't think there's anything mysterious about my Uncle's disappearance. I think he finally came to his senses and went to _____ to rent some decent furniture."

VOICE 1: "I'll check into it."

VOCAL

MASTERPLAN

CAMPAIGNS

"WE'LL HAVE YOU SITTING PRETTY"

EXTENDER 2: "ONE VOICE"

For customized sample, see:
DISC 44, SIDE 1, CUT 5

:60 script - Requires Male

YOU: "Right this way...Why don't you have a seat over here?"

WOMAN: "Thank you."

YOU: "I'll call you when we're ready to begin."

MAN: "Hey!"

YOU: "Yeah?"

MAN: "What's with the girl?"

YOU: "Terrific, isn't she?"

MAN: "She sure is."

YOU: "She's here for the _____ 'WE'LL HAVE YOU SITTING PRETTY' commercial."

MAN: "What?"

YOU: "How do you think she'd look modeling one of the great living room combinations _____ rents?"

MAN: "Fantastic, but..."

YOU: "Maybe we should show her off with one of the kitchen groups."

MAN: "That's not it."

YOU: "The bedroom suites...You're absolutely right."

MAN: "You can't."

YOU: "Jealous all ready, huh? I tell you, she's gonna bring a whole new meaning to _____ 'SITTING PRETTY' campaign. I can see it now."



CAMPAIGNS

MAN: "You'll be the only one."

YOU: "I bet _____'s business dou...What do you mean by I'll be the only one?"

MAN: "This is a one voice commercial."

YOU: "So, she doesn't have to say anything."

MAN: "It's a one voice commercial...for radio."

YOU: "Oh...I wonder how I can break it to her."

MAN: "No problem. I'll just take her to lunch while you cut the commercial."

MUSIC



CAMPAIGNS

"WE'LL HAVE YOU SITTING PRETTY"

EXTENDER 3: "ON THE SPOT"

For customized sample, see:
DISC 44, SIDE 1, CUT 7

:60 script - Requires Male

FX: THREE ORGAN CHORDS, FOR GAME SHOW INTRO

VOICE 1: "It's time once again to play everyone's favorite shopping game, 'ON THE SPOT.'"

FX: BUZZER OR BELL

VOICE 1: "Today our contestant, John Q. Public, will put three furniture dealers... 'ON THE SPOT.'"

FX: BUZZER OR BELL

VOICE 1: "Well, John, are you ready?"

VOICE 2: "Yes."

VOICE 1: "Good. Who's our first furniture dealer?"

VOICE 3: "He's Reginald Haughty of Haughty Galleries, Inc."

FX: ORGAN CHORDS/STUDIO AUDIENCE APPLAUSE

VOICE 1: "Okay, John, what's your question for Mr. Haughty?"

VOICE 2: "Mr. Haughty, how much is the set of furniture you have with you."

VOICE 4: "If you must ask the price of an original reproduction of Louis the XIV dining room furniture, Mr. Public, we have nothing further to discuss."

FX: ORGAN

VOICE 1: "Well, John, looks like you washed out there. Better luck with..."



CAMPAIGNS

VOICE 3: "Sam of California Orange Crates and Interior Design."

VOICE 2: "Mr...uh...Sam, what kind of deal...?"

VOICE 5: "The set you see here is regularly \$1,495, but I'll sell it to you for just \$1,495."

VOICE 2: "That's no deal! Number three, how much will you sell your furniture for?"

YOU: "Oh, I can't sell you any furniture."

VOICE 1: "Sounds Like another Mr. Haughty, John."

YOU: "No. I can't sell you furniture because at _____
_____ we lease furniture. We've got practically
any style, name brands, and reasonable prices. At
_____ we'll have you sittin' pretty in no
time."

VOICE 1: "Well, John, it sounds like leasing is the best deal. John?"

MASTERPLAN

USE OF ARTWORK FOR THE "WE'LL HAVE YOU SITTING PRETTY" CAMPAIGN

The "slick proofs" ("slicks") enclosed for "We'll Have You Sitting Pretty" represent "camera-ready" art. They are ready for use in reproducing printed materials.

While various sizes are provided, any one of the elements may be reduced or enlarged photographically to the precise size required.

And, though they are provided in black, a printer may reproduce the element in whatever color is specified.

Suggested layouts using the "We'll Have You Sitting Pretty" graphics follow:



On a Billboard



On a TV slide.



On a Bus Card



**We'll Have You
Sitting Pretty**



**We'll Have You
Sitting Pretty**



**We'll Have You
Sitting Pretty**



**We'll Have You
Sitting Pretty**



**WE'LL
HAVE
YOU
SITTING
PRETTY**



**WE'LL
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**WE'LL
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**WE'LL
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PRETTY**

MASTERPLAN

WE'LL MAKE YOU A



**SUPER
MARKETER!**

A NEW WAVE VISUAL
Grocery Store Campaign



"WE'LL MAKE YOU A SUPER-MARKETER"

CAMPAIGNS

I. OBJECTIVE

Gone for the most part are the privately owned, corner grocery stores. Even the remaining independents have formed associations to combat the over-powering influence of super-market chains.

The competition is there, and it's stiff. And it's not going to get any better. Chains offer the advantage of combined buying power, independents friendly, personal service.

The question is, "how can you effectively differentiate yourself from the flood of advertising done by your competitors to grab shoppers' attention, and their business?"

The answer is, "with 'WE'LL MAKE YOU A SUPER-MARKETER.'"

II. STRATEGY & EXECUTION

"WE'LL MAKE YOU A SUPER-MARKETER" is a promise from you and your staff to the potential grocery shopper: a promise of more effective shopping which can result in a savings of time and money.

From this standpoint, your new image of "WE'LL MAKE YOU A SUPER-MARKETER" is flexible enough to allow you to concentrate on your strong points, shifting as conditions in your market do. One time you can use it to stress nutritional superiority, another selection. Pricing and service can also be highlighted by this theme.

In a goal-oriented society such as ours, this is the best promise you can make. You're implying that you have everything necessary to take the uncertainty out of grocery shopping, and that alone will go a long way towards changing people's attitudes towards this often bothersome, but unavoidable task.

Most important, you're saying it with music in your broadcast advertising. We cannot stress the importance of this aspect enough. Music is currently employed by over 80% of all national broadcast advertisers. Why? Because it works, and it works better than practically any other advertising element.

This has been proven time and again in both research studies and actual use.



"WE'LL MAKE YOU A SUPER-MARKETER"

CAMPAIGNS

Cont'd

Music is the most effective advertising tool for primary message registration and memorability, also ranking high in motivation.

That's why music is the nucleus of your broadcast efforts. But we've been assisting advertisers like yourself long enough to consider all your needs. That's why your new "WE'LL MAKE YOU A SUPER-MARKETER" campaign comes complete with sample scripts, and even camera-ready artwork to incorporate in all your print advertising.

Theme consistency, you'll discover, is essential for the success of any campaign. That's why we've provided you with all the materials necessary to project an image of "WE'LL MAKE YOU A SUPER-MARKETER" in all of your advertising.

III. SUMMARY

"WE'LL MAKE YOU A SUPER-MARKETER" will make your advertising stand out, and make consumers take notice of the many benefits shopping with you has to offer.

To recap the most important points of your new campaign.

- * "WE'LL MAKE YOU A SUPER-MARKETER" offers an effective benefit to shoppers.
- * It is a benefit flexible enough to allow you to highlight your strong points without diluting the campaign's strength.
- * "WE'LL MAKE YOU A SUPER-MARKETER" utilizes music to convey your message; music being the most potent advertising element.
- * "WE'LL MAKE YOU A SUPER-MARKETER" is a complete, multi-media campaign, that even includes camera-ready artwork.

"WE'LL MAKE YOU A SUPER-MARKETER" is going to make super impressions in your market for you.



CAMPAIGNS

"WE'LL MAKE YOU A SUPER MARKETER"

(A-5093 - high energy, upbeat contemporary)

DEMONSTRATED FOR: SUPERMARKET

CUSTOMIZED LINE: "Butson's Supermarkets"

LINE:

1. "What do you look for in a supermarket
2. That makes you wanna shop there?
3. Is it price? Is it service?
4. Friendly atmosphere or selection?
5. Whatever your reason, we've got you covered.
6. Shop where shopping's fun again,
7. *(We'll make you a super marketer)*
8. We'll make you a super marketer.
9. Shoppers keep coming back, we've made them super marketers.
10. Shop here once, you'll join the team of happy super marketers.
11. We cater to you, you're our super marketers.
12. Shop where shopping's fun again,
13. *(We'll make you a super marketer)*
14. We'll make you a super marketer."

CUT:

1. :58 - CAMPAIGN SONG - Customized for demonstration purposes
2. :58 - Generic version - Full vocal
3. :58 - EXTENDER SPOT #1 - "BLINDFOLDED" - Customized version
4. :58 - Generic version - Full vocal
5. :58 - EXTENDER SPOT #2 - "CHANGE OF HEART" - Customized version
6. :58 - Generic version - Full vocal
7. :58 - EXTENDER SPOT #3 - "SUPER PLEDGE" - Customized version
8. :58 - Generic version - Full vocal

CAMPAIGN SONGS - additional versions

9. :58 - :03 intro/:05 vocal/:24 bed/:26 vocal close
10. :58 - :03 intro/:05 vocal/:40 bed/:08 vocal close
11. :58 - :50 bed/:08 vocal close
12. :29 - Full vocal
13. :29 - :03 intro/:05 vocal/:13 bed/:08 vocal close
14. :29 - :21 bed/:08 vocal close
15. :09 - Full vocal
16. :58 - instrumental
17. :29 - instrumental
18. :09 - instrumental

LINES:

- (1-2)(9-14)
- (1-2)(12-14)
- (12-14)
- (1-8)
- (1-2)(6-8)
- (6-8)
- (6-8)

MASTERPLAN

CAMPAIGNS

"WE'LL MAKE YOU A SUPER-MARKETER"

EXTENDER 1: "BLINDFOLDED"

For customized sample, see:
DISC 44, SIDE 2, CUT 3

:60 script - Requires Male

FX: OUTDOOR YARD SCENE

WOMAN: "I don't know about this..."

YOU: "Now, now, Mrs. Crain, you're not trying to back out, are you?"

WOMAN: "Back out?! Am I backing out?!"

YOU: "Don't worry, the car's still in the same place."

WOMAN: "Thank goodness."

YOU: "Isn't it right that you credit _____ with making you a super-marketer?"

WOMAN: "That's right..."

YOU: "And since you discovered the quality, selection, and friendly service at _____ you've never shopped anywhere else?"

WOMAN: "Yeah, that's what I said..."

YOU: "And didn't you also say you've been to _____ so often, that you could make the drive blindfolded?"

WOMAN: (MUMBLE) "Well...uh..."

YOU: "What's that, Mrs. Crain?"

WOMAN: "Well, I did say something to that effect..."



CAMPAIGNS

YOU: "I think we're ready then...The blindfold is in place, the children and dog have been removed from the driveway, so Mrs. Crain, let's go to _____."

FX: SCREECH OF TIRES/CRASH OF WODD AND CAR

YOU: "When...uh...if Mrs. Crain gets to _____, she'll save on a five pound bag of Pillsbury Flour, just 79¢ with a coupon, and Sweetlife margarine, 3 one pound packages for \$1 with a coupon. And of course, _____ also gives S&H Green Stamps. Perhaps you should have put the car in reverse instead of drive, Mrs. Crain."

MASTERPLAN

CAMPAIGNS

"WE'LL MAKE YOU A SUPER-MARKETER"

EXTENDER 2: "CHANGE OF HEART"

For customized sample, see:
DISC 44, SIDE 2, CUT 5

:60 script - Requires Male

YOU: " _____ Super-marketer case history number
one forty-seven...Blanche Dubois."

WOMAN 1: "I've always depended on the kindness of strangers."

YOU: "And no one was stranger than her steady but un-
stable beau, Felonius Mischief."

WOMAN 1: "Honestly, Felonius, honey, I've never heard of
puttin' catchup on spinach before."

YOU: "It was Felonius's unusual tastes in food that
drove Blanche to the brink of despair."

MAN 1: "Yessirree, Miss, this is Brink's of Despair, but
we're a security service, not a grocery store."

YOU: "In desperation, she drove to _____."

MAN 2: "Say, what's that you're driving, lady? Looks like
a 1957 Desperation with chrome tailfins."

YOU: "Once inside _____, Blanche changed."

WOMAN 2: "Please, not in front of the children."

YOU: "No, in front of the salad dressing."

WOMAN 2: "That's better."

YOU: " _____ low prices and wide selection
changed Blanche into a super-marketer, and they can
do the same for you."

VOCAL CLOSE

MASTERPLAN

CAMPAIGNS

"WE'LL MAKE YOU A SUPER-MARKETER"

EXTENDER 3: "SUPER PLEDGE"

For customized sample, see:
DISC 44, SIDE 2, CUT 7

:60 script - Requires Male

YOU: "Raise your right hand and repeat the _____
_____ Super-marketer pledge after me."

WOMAN: "That's silly!"

YOU: "The _____ Super-marketer pledge is silly?"

WOMAN: "No, not that. The part that's silly is you
telling us to repeat it after you."

YOU: "Why's that silly?"

WOMAN: "We couldn't repeat it before you, because we
don't know what you're going to say."

YOU: "Uh...Yes...Good point. Is everybody ready?"

WOMAN: "Is everybody ready?"

YOU: "Not that part."

WOMAN: "Not that part."

YOU: "Stop. You don't say anything until I tell you."

WOMAN: "Sorry. It didn't sound like the Super-marketer
pledge, but you never know."

YOU: "Okay. Let's begin. I, your name here."

WOMAN: " I, your name here."

YOU: "You're supposed to say your name."

WOMAN: "I did say your name."

YOU: "This isn't going to work."

MASTERPLAN

"WE'LL MAKE YOU A SUPER-MARKETER"
page 2

CAMPAIGNS

WOMAN: "Am I suppose to say that?"

YOU: "I give up."

WOMAN: "Now I know I'm not suppose to say that. A real Super-marketer never gives up. You don't have to, because of the selection, savings, and quality products."

YOU: "It it time for the _____ Super-marketer singers, yet?"

WOMAN: "Here they come now."

VOCAL

MASTERPLAN

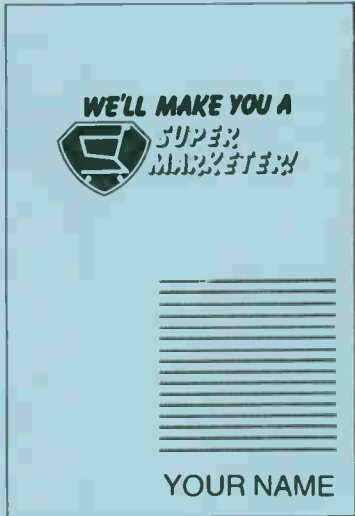
USE OF ARTWORK FOR THE "WE'LL MAKE YOU A SUPER MARKETER!" CAMPAIGN

The "slick proofs" ("slicks") enclosed for "We'll Make You a Super Marketer!" represent "camera-ready" art. They are ready for use in reproducing printed materials.

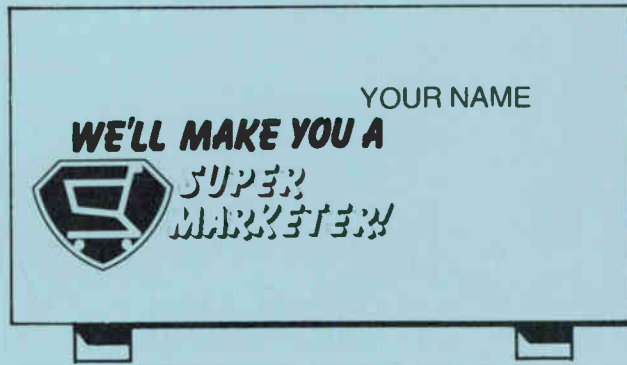
While various sizes are provided, any one of the elements may be reduced or enlarged photographically to the precise size required.

And, though they are provided in black, a printer may reproduce the element in whatever color is specified.

Suggested layouts using the "We'll Make You a Super Marketer!" graphics follow:



On a counter card.



On a Billboard



On a TV slide.



On a Lapel Pin

WE'LL MAKE YOU A



**SUPER
MARKETER!**

WE'LL MAKE YOU A



**SUPER
MARKETER!**

WE'LL MAKE YOU A



**SUPER
MARKETER!**

WE'LL MAKE YOU A



**SUPER
MARKETER!**



MASTERPLAN



**We'll Have You
Sitting Pretty**

A NEW WAVE VISUAL

Furniture Rental Campaign

MASTERPLAN

"WE'LL HAVE YOU SITTING PRETTY"

CAMPAIGNS

OBJECTIVE

"Don't unpack! ...Recent studies show that 20% of the population moves at least once a year."

- The Average Book

In today's fast-paced, highly mobile society, there's a rising demand for businesses catering to people seeking lifestyles that enable them to "pick up stakes" and move with ease from one place to another. Businesses like yours.

Transport companies aren't the only beneficiaries of society's ever-increasing mobility. Your business alleviates many worries and expenses in respect to moving.

But you must ask yourself, "where does one go to lease/rent quality furnishings?" What styles are available, and which are most attractive to the consumer? How does the cost of this service affect the consumer's decision? To answer questions like these, and compete effectively for your share of the growing market, you need a strong image capable of;

- A. Acquainting potential home furnishing buyers with a viable alternative; the benefit of leasing/renting.
- B. Projecting your benefits to consumers in a more memorable fashion than the images of your competitors.

"WE'LL HAVE YOU SITTING PRETTY" promises more than just furniture, and it delivers.

STRATEGY & EXECUTION

The average minimum cost to furnish a two bedroom apartment with new furniture is \$1,800. How many people with an immediate need for furnishings have this much cash on hand to spend? Considering skyrocketing interest rates, even financing an apartment full of furniture becomes a financial nightmare.

"WE'LL HAVE YOU SITTING PRETTY" provides an attractive alternative that benefits from the advertising impact of a double entendre. Instead of one message, your image conveys two separate, yet important, meanings to your potential customers.

1. We'll take care of your immediate problem - furniture.
2. We'll create an attractive home setting for you.



CAMPAIGNS

CONT'D

"SITTING PRETTY" is a multi-media (print and broadcast) campaign that attracts the attention of the shopper in the market for furniture. This warm and personable image is presented by one of advertising's most effective tools - music. Your image is conveyed to your target in much the same manner as highly successful national advertising campaigns. Why is music so popular? Because research has shown it to substantially increase primary message registration; getting the message across.

To kick off your "Sitting Pretty" campaign, plan a heavy broadcast schedule utilizing the full lyric version with your name and location tagged at the end. At this point we strongly recommend customizing the image with your name for even greater impact and the benefits of immediate recognition.

To help expand your image later, we've provided camera-ready artwork and even campaign extender spots, all of which will greatly aid in theme consistency, a vital consideration to any effective advertising/marketing plan. Together with your campaign song, these components will help provide longevity and enable you to highlight various aspects of your business at will.

SUMMARY

The following are key points in your new "WE'LL HAVE YOU SITTING PRETTY" campaign:

- * Your image presents an attractive alternative to the purchase of home furnishings.
- * Your image suggests an extremely service-oriented and down-to-earth approach to business.
- * Theme consistency is insured through the multi-media materials provided (campaign song, extender spots, camera-ready artwork).
- * The support materials included with your campaign package help to prolong the effective life of your image.

"WE'LL HAVE YOU SITTING PRETTY" is a campaign designed for you... An image promising the best of everything - style, comfort, and convenience.



CAMPAIGNS

"WE'LL HAVE YOU SITTIN' PRETTY!"

(A-5077 - upbeat contemporary, perky)

DEMONSTRATED FOR: FURNITURE STORE

CUSTOMIZED LINE: "Finger Furniture Rental"

LINE:

1. "We'll set the stage, we'll get the props,
2. The houselights are on and things are right.
3. We got an act that just won't stop,
4. And you're the star that's shinin' bright.
5. The spotlight's on you, now you're a star,
6. *(Your home is center stage,)*
7. We'll have you sittin' pretty.
8. Some terrific lights for you,
9. And all the extras too,
10. 'Cause you're a famous star with us.
11. So raise the curtain and take your place.
12. We're gonna make your face a household word.
13. The spotlight's on you, now you're a star,
14. *(Your home is center stage,)*
15. We'll have you sittin' pretty."

CUT:

1. :58 - CAMPAIGN SONG - Customized for demonstration purposes
2. :58 - Generic version - Full vocal
3. :61 - EXTENDER SPOT #1 - "SHERLOCK" - Customized version
4. :61 - Generic version
5. :60 - EXTENDER SPOT #2 - "ONE VOICE" - Customized version
6. :60 - Generic version
7. :61 - EXTENDER SPOT #3 - "ON THE SPOT" - Customized version
8. :61 - Generic version

CAMPAIGN SONGS - additional versions

- | | |
|---|--------------|
| 9. :58 - :02 intro/:09 vocal/:20 bed/:27 vocal close | LINES: |
| 10. :58 - :02 intro/:09 vocal/:37 bed/:10 vocal close | (1-2)(8-15) |
| 11. :58 - :48 bed/:10 vocal close | (1-2)(13-15) |
| 12. :30 - Full vocal | (13-15) |
| 13. :30 - :02 intro/:09 vocal/:13 bed/:06 vocal close | (1-7) |
| 14. :30 - :20 bed/:10 vocal close | (1-2)(6-7) |
| 15. :10 - Full vocal | (5-7) |
| 16. :58 - instrumental | (5-7) |
| 17. :30 - instrumental | |
| 18. :10 - instrumental | |

MASTERPLAN

CAMPAIGNS

"WE'LL HAVE YOU SITTIN' PRETTY"

EXTENDER 1: "SHERLOCK"

For customized sample, see:
DISC 44, SIDE 1, CUT 3

:60 script - Requires Male

FX: MANTLE CLOCK TICKING SLOWLY

VOICE 1: "From the evidence I've gathered, I believe that this very room is the scene of the crime."

VOICE 2: "If a crime was committed in this room, the interior decorator is the culprit."

VOICE 1: "What makes you say that, Lady Winthrop?"

VOICE 2: "I didn't say that. What I said was..."

VOICE 3: "He knows what you said, Gert."

VOICE 2: "Just look at the furniture, Inspector. Ghastly. It looks like early Inquisition."

YOU: "I told uncle to rent furniture from _____."

VOICE 1: "I'm sorry. I didn't catch the name."

YOU: "I'm Mr. Favershaw."

VOICE 1: "Not your name. The name you said just now."

YOU: "_____, Inspector. I'm sure you've heard their commercials. They're the ones renting all kinds of furniture for less."

VOICE 3: "Money, Dudley. That's all you ever think about."

YOU: "It's not just the money! _____ rents only quality, name brand furnishings for any room of the house."



CAMPAIGNS

VOICE 1: "Could you give an example?"

YOU: " _____ has a three piece Broyhill living room group that rents for just \$ _____ a month."

VOICE 1: "Amazing."

YOU: "I don't think there's anything mysterious about my Uncle's disappearance. I think he finally came to his senses and went to _____ to rent some decent furniture."

VOICE 1: "I'll check into it."

VOCAL

MASTERPLAN

CAMPAIGNS

"WE'LL HAVE YOU SITTING PRETTY"

EXTENDER 2: "ONE VOICE"

For customized sample, see:
DISC 44, SIDE 1, CUT 5

:60 script - Requires Male

YOU: "Right this way...Why don't you have a seat over here?"

WOMAN: "Thank you."

YOU: "I'll call you when we're ready to begin."

MAN: "Hey!"

YOU: "Yeah?"

MAN: "What's with the girl?"

YOU: "Terrific, isn't she?"

MAN: "She sure is."

YOU: "She's here for the _____ 'WE'LL HAVE YOU SITTING PRETTY' commercial."

MAN: "What?"

YOU: "How do you think she'd look modeling one of the great living room combinations _____ rents?"

MAN: "Fantastic, but..."

YOU: "Maybe we should show her off with one of the kitchen groups."

MAN: "That's not it."

YOU: "The bedroom suites...You're absolutely right."

MAN: "You can't."

YOU: "Jealous all ready, huh? I tell you, she's gonna bring a whole new meaning to _____'s 'SITTING PRETTY' campaign. I can see it now."



CAMPAIGNS

MAN: "You'll be the only one."

YOU: "I bet _____'s business dou...What
do you mean by I'll be the only one?"

MAN: "This is a one voice commercial."

YOU: "So, she doesn't have to say anything."

MAN: "It's a one voice commercial...for radio."

YOU: "Oh...I wonder how I can break it to her."

MAN: "No problem. I'll just take her to lunch while you
cut the commercial."

MUSIC



CAMPAIGNS

"WE'LL HAVE YOU SITTING PRETTY"

EXTENDER 3: "ON THE SPOT"

For customized sample, see:
DISC 44, SIDE 1, CUT 7

:60 script - Requires Male

FX: THREE ORGAN CHORDS, FOR GAME SHOW INTRO

VOICE 1: "It's time once again to play everyone's favorite shopping game, 'ON THE SPOT.'"

FX: BUZZER OR BELL

VOICE 1: "Today our contestant, John Q. Public, will put three furniture dealers... 'ON THE SPOT.'"

FX: BUZZER OR BELL

VOICE 1: "Well, John, are you ready?"

VOICE 2: "Yes."

VOICE 1: "Good. Who's our first furniture dealer?"

VOICE 3: "He's Reginald Haughty of Haughty Galleries, Inc."

FX: ORGAN CHORDS/STUDIO AUDIENCE APPLAUSE

VOICE 1: "Okay, John, what's your question for Mr. Haughty?"

VOICE 2: "Mr. Haughty, how much is the set of furniture you have with you."

VOICE 4: "If you must ask the price of an original reproduction of Louis the XIV dining room furniture, Mr. Public, we have nothing further to discuss."

FX: ORGAN

VOICE 1: "Well, John, looks like you washed out there. Better luck with..."



CAMPAIGNS

VOICE 3: "Sam of California Orange Crates and Interior Design."

VOICE 2: "Mr...uh...Sam, what kind of deal...?"

VOICE 5: "The set you see here is regularly \$1,495, but I'll sell it to you for just \$1,495."

VOICE 2: "That's no deal! Number three, how much will you sell your furniture for?"

YOU: *"Oh, I can't sell you any furniture."*

VOICE 1: "Sounds Like another Mr. Haughty, John."

YOU: *"No. I can't sell you furniture because at _____ we lease furniture. We've got practically any style, name brands, and reasonable prices. At _____ we'll have you sittin' pretty in no time."*

VOICE 1: "Well, John, it sounds like leasing is the best deal. John?"

MASTERPLAN

USE OF ARTWORK FOR THE "WE'LL HAVE YOU SITTING PRETTY" CAMPAIGN

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Suggested layouts using the "We'll Have You Sitting Pretty" graphics follow:



On a Billboard



On a TV slide.



On a Bus Card



**We'll Have You
Sitting Pretty**



**We'll Have You
Sitting Pretty**



**We'll Have You
Sitting Pretty**



**We'll Have You
Sitting Pretty**



**WE'LL
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MASTERPLAN

WE'LL MAKE YOU A



**SUPER
MARKETER!**

A NEW WAVE VISUAL

Grocery Store Campaign

MASTERPLAN

"WE'LL MAKE YOU A SUPER-MARKETER"

CAMPAIGNS

I. OBJECTIVE

Gone for the most part are the privately owned, corner grocery stores. Even the remaining independents have formed associations to combat the over-powering influence of super-market chains.

The competition is there, and it's stiff. And it's not going to get any better. Chains offer the advantage of combined buying power, independents friendly, personal service.

The question is, "how can you effectively differentiate yourself from the flood of advertising done by your competitors to grab shoppers' attention, and their business?"

The answer is, "with 'WE'LL MAKE YOU A SUPER-MARKETER.'"

II. STRATEGY & EXECUTION

"WE'LL MAKE YOU A SUPER-MARKETER" is a promise from you and your staff to the potential grocery shopper: a promise of more effective shopping which can result in a savings of time and money.

From this standpoint, your new image of "WE'LL MAKE YOU A SUPER-MARKETER" is flexible enough to allow you to concentrate on your strong points, shifting as conditions in your market do. One time you can use it to stress nutritional superiority, another selection. Pricing and service can also be highlighted by this theme.

In a goal-oriented society such as ours, this is the best promise you can make. You're implying that you have everything necessary to take the uncertainty out of grocery shopping, and that alone will go a long way towards changing people's attitudes towards this often bothersome, but unavoidable task.

Most important, you're saying it with music in your broadcast advertising. We cannot stress the importance of this aspect enough. Music is currently employed by over 80% of all national broadcast advertisers. Why? Because it works, and it works better than practically any other advertising element.

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"WE'LL MAKE YOU A SUPER-MARKETER"

CAMPAIGNS

Cont'd

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To recap the most important points of your new campaign.

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"WE'LL MAKE YOU A SUPER-MARKETER" is going to make super impressions in your market for you.



CAMPAIGNS

"WE'LL MAKE YOU A SUPER MARKETER"

(A-5093 - high energy, upbeat contemporary)

DEMONSTRATED FOR: SUPERMARKET

CUSTOMIZED LINE: "Butson's Supermarkets"

LINE:

1. "What do you look for in a supermarket
2. That makes you wanna shop there?
3. Is it price? Is it service?
4. Friendly atmosphere or selection?
5. Whatever your reason, we've got you covered.
6. Shop where shopping's fun again,
7. *(We'll make you a super marketer)*
8. We'll make you a super marketer.
9. Shoppers keep coming back, we've made them super marketers.
10. Shop here once, you'll join the team of happy super marketers.
11. We cater to you, you're our super marketers.
12. Shop where shopping's fun again,
13. *(We'll make you a super marketer)*
14. We'll make you a super marketer."

CUT:

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8. :58 - Generic version - Full vocal

CAMPAIGN SONGS - additional versions

9. :58 - :03 intro/:05 vocal/:24 bed/:26 vocal close
10. :58 - :03 intro/:05 vocal/:40 bed/:08 vocal close
11. :58 - :50 bed/:08 vocal close
12. :29 - Full vocal
13. :29 - :03 intro/:05 vocal/:13 bed/:08 vocal close
14. :29 - :21 bed/:08 vocal close
15. :09 - Full vocal

LINES:

- (1-2)(9-14)
- (1-2)(12-14)
- (12-14)
- (1-8)
- (1-2)(6-8)
- (6-8)
- (6-8)

16. :58 - instrumental
17. :29 - instrumental
18. :09 - instrumental

MASTERPLAN

CAMPAIGNS

"WE'LL MAKE YOU A SUPER-MARKETER"

EXTENDER 1: "BLINDFOLDED"

For customized sample, see:
DISC 44, SIDE 2, CUT 3

:60 script - Requires Male

FX: OUTDOOR YARD SCENE

WOMAN: "I don't know about this..."

YOU: "Now, now, Mrs. Crain, you're not trying to back out, are you?"

WOMAN: "Back out?! Am I backing out?!"

YOU: "Don't worry, the car's still in the same place."

WOMAN: "Thank goodness."

YOU: "Isn't it right that you credit _____ with making you a super-marketer?"

WOMAN: "That's right..."

YOU: "And since you discovered the quality, selection, and friendly service at _____ you've never shopped anywhere else?"

WOMAN: "Yeah, that's what I said..."

YOU: "And didn't you also say you've been to _____ so often, that you could make the drive blindfolded?"

WOMAN: (MUMBLE) "Well...uh..."

YOU: "What's that, Mrs. Crain?"

WOMAN: "Well, I did say something to that effect..."

MASTERPLAN

"WE'LL MAKE YOU A SUPER-MARKETER"
page 2

CAMPAIGNS

YOU: "I think we're ready then...The blindfold is in place, the children and dog have been removed from the driveway, so Mrs. Crain, let's go to _____."

FX: SCREECH OF TIRES/CRASH OF WODD AND CAR

YOU: "When...uh...if Mrs. Crain gets to _____, she'll save on a five pound bag of Pillsbury Flour, just 79¢ with a coupon, and Sweetlife margarine, 3 one pound packages for \$1 with a coupon. And of course, _____ also gives S&H Green Stamps. Perhaps you should have put the car in reverse instead of drive, Mrs. Crain."

MASTERPLAN

CAMPAIGNS

"WE'LL MAKE YOU A SUPER-MARKETER"

EXTENDER 2: "CHANGE OF HEART"

For customized sample, see:
DISC 44, SIDE 2, CUT 5

:60 script - Requires Male

YOU: " _____ Super-marketer case history number
one forty-seven...Blanche Dubois."

WOMAN 1: "I've always depended on the kindness of strangers."

YOU: "And no one was stranger than her steady but un-
stable beau, Felonius Mischief."

WOMAN 1: "Honestly, Felonius, honey, I've never heard of
puttin' catchup on spinach before."

YOU: "It was Felonius's unusual tastes in food that
drove Blanche to the brink of despair."

MAN 1: "Yessirree, Miss, this is Brink's of Despair, but
we're a security service, not a grocery store."

YOU: "In desperation, she drove to _____."

MAN 2: "Say, what's that you're driving, lady? Looks like
a 1957 Desperation with chrome tailfins."

YOU: "Once inside _____, Blanche changed."

WOMAN 2: "Please, not in front of the children."

YOU: "No, in front of the salad dressing."

WOMAN 2: "That's better."

YOU: " _____ low prices and wide selection
changed Blanche into a super-marketer, and they can
do the same for you."

VOCAL CLOSE

MASTERPLAN

CAMPAIGNS

"WE'LL MAKE YOU A SUPER-MARKETER"

EXTENDER 3: "SUPER PLEDGE"

For customized sample, see:
DISC 44, SIDE 2, CUT 7

:60 script - Requires Male

YOU: "Raise your right hand and repeat the _____
_____ Super-marketer pledge after me."

WOMAN: "That's silly!"

YOU: "The _____ Super-marketer pledge is silly?"

WOMAN: "No, not that. The part that's silly is you
telling us to repeat it after you."

YOU: "Why's that silly?"

WOMAN: "We couldn't repeat it before you, because we
don't know what you're going to say."

YOU: "Uh...Yes...Good point. Is everybody ready?"

WOMAN: "Is everybody ready?"

YOU: "Not that part."

WOMAN: "Not that part."

YOU: "Stop. You don't say anything until I tell you."

WOMAN: "Sorry. It didn't sound like the Super-marketer
pledge, but you never know."

YOU: "Okay. Let's begin. I, your name here."

WOMAN: " I, your name here."

YOU: "You're supposed to say your name."

WOMAN: "I did say your name."

YOU: "This isn't going to work."

MASTERPLAN

"WE'LL MAKE YOU A SUPER-MARKETER"
page 2

CAMPAIGNS

WOMAN: "Am I suppose to say that?"

YOU: *"I give up."*

WOMAN: "Now I know I'm not suppose to say that. A real Super-marketer never gives up. You don't have to, because of the selection, savings, and quality products."

YOU: *"It it time for the _____ Super-marketer singers, yet?"*

WOMAN: "Here they come now."

VOCAL

MASTERPLAN

USE OF ARTWORK FOR THE "WE'LL MAKE YOU A SUPER MARKETER!" CAMPAIGN

The "slick proofs" ("slicks") enclosed for "We'll Make You a Super Marketer!" represent "camera-ready" art. They are ready for use in reproducing printed materials.

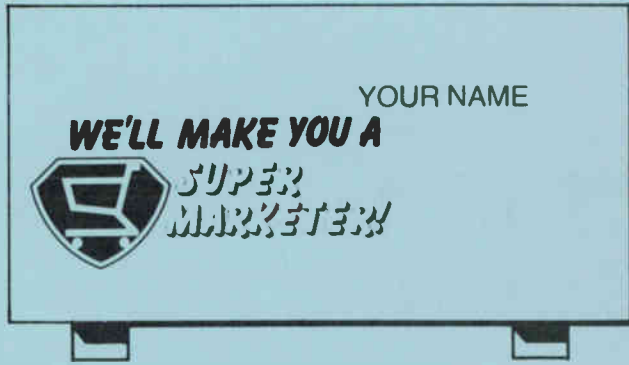
While various sizes are provided, any one of the elements may be reduced or enlarged photographically to the precise size required.

And, though they are provided in black, a printer may reproduce the element in whatever color is specified.

Suggested layouts using the "We'll Make You a Super Marketer!" graphics follow:



On a counter card.



On a Billboard



On a TV slide.



On a Lapel Pin

WE'LL MAKE YOU A



**SUPER
MARKETER!**

WE'LL MAKE YOU A



**SUPER
MARKETER!**

WE'LL MAKE YOU A



**SUPER
MARKETER!**

WE'LL MAKE YOU A



**SUPER
MARKETER!**





WE'LL KEEP YOU



IN THE RUNNING!

A NEW WAVE VISUAL

Athletic Footwear Campaign

CAMPAIGNS

I. OBJECTIVE

Competition for leadership in the sales of running gear has become...a foot race. Agility, strength, and stamina will count as much here as in any marathon or on any cinder track.

While less than twenty percent of the population can be considered "active" runners, more than sixty percent own running gear...shoes, clothes, and accessories. This is your market.

But you're not alone in this race, as you're well aware. You need an image that can pass the competition and break for the finish line, and higher profits.

You need an image of "WE'LL KEEP YOU IN THE RUNNIN'."

II. STRATEGY & EXECUTION

"WE'LL KEEP YOU IN A RUNNIN'." It's a promise you make to all runners, and would-be runners. A pledge of more than material support. The theme is flexible enough to encompass the expertise you can offer, and this aspect alone can be the point of difference between you and every other running shop and department store offering gear for the runner.

Here's a theme that can encompass all aspects of your business, and do it in such a way to insure higher recognition for you...with music.

Music is the focal point of your new broadcast campaign for a very good reason...it's been proven the most effective advertising element for primary message registration and memorability, as well as providing high motivation.

For several years running, ADVERTISING AGE has conducted a poll of the top ten broadcast commercials. An overwhelming majority, usually eight of the ten commercials selected, use music to get the message across.

Coca-Cola. McDonald's. The list is endless of those using music. And despite increased competition, the leaders using music have retained their lead. Now you can project a unified image of "WE'LL KEEP YOU IN THE RUNNIN'" in the same memorable fashion preferred by over eighty percent of all national broadcast advertisers.

MASTERPLAN

"WE'LL KEEP YOU IN THE RUNNIN'"

CAMPAIGNS

Cont'd

We said "unified campaign," and we meant it. For some time now we've been helping advertisers like yourself with all their advertising needs, and we're prepared to do the same for you now.

That's why in addition to your memorable new image song, your "WE'LL KEEP YOU IN THE RUNNIN'" campaign also includes sample scripts and even camera-ready artwork for use in all of your print advertising.

We're well aware of the need for theme consistency when developing and implementing any advertising program. That's why we've provided you with all the materials necessary to utilize your need theme in all of your advertising, point-of-purchase to broadcast.

III. SUMMARY

"WE'LL KEEP YOU IN THE RUNNIN'" will insure your lead in the race for all the running gear market.

Briefly, to recap the most important aspects of your new campaign:

- * "WE'LL KEEP YOU IN THE RUNNIN'" promises an immediate and valuable benefit to all runners and would-be runners.
- * The theme of your new image is flexible enough to allow you to highlight any particular aspect or strength of your business.
- * Your broadcast advertising utilizes music to convey your message, the most effective advertising element available for primary message registration and memorability.
- * Your campaign includes all the materials necessary for theme consistency, a crucial aspect to the success of any advertising program.

Your new image of "WE'LL KEEP YOU IN THE RUNNIN'" will put you in the lead to stay.

MASTERPLAN

CAMPAIGNS

"WE'LL KEEP YOU IN THE RUNNIN'"

(A-6214 - uptempo rock)

DEMONSTRATED FOR: Athletic Footwear

CUSTOMIZED LINE: "The Frontrunner"

LINE:

1. "We'll keep you runnin'!
2. Get into action with action shoes,
3. Your feet will never be the same.
4. Action shoes, satisfaction shoes,
5. For any kind of game.
6. Shoes for runnin' and gunnin' and all around funnin'.
7. We'll keep you in the runnin',
8. (*Keep you runnin'!!*)
9. We'll keep you runnin'!
10. Get into action with action shoes,
11. They keep you in the game.
12. Action shoes better traction shoes,
13. The best that you can name.
14. We'll keep you runnin' on streets and runnin' on turf,
15. Or runnin on courts or anywhere on the earth.
16. (*We'll keep you in the runnin'!!*)
17. We'll keep you in the runnin'!"

:10 VOCAL:

- ** "Runnin' on streets or anywhere on the earth.
 (*We'll keep you in the runnin'!!*)
 We'll keep you in the runnin'!"

CUT:

1. :59 - CAMPAIGN SONG - Customized for demonstration purposes
2. :59 - Generic version - Full vocal
3. :59 - EXTENDER SPOT #1 - "GREAT FEETS OF MORTAL MAN"
4. :59 - Generic version
5. :60 - EXTENDER SPOT #2 - "BEST KICKING SHOE"
6. :60 - Generic version
7. :61 - EXTENDER SPOT #3 - "WHAT'S MY TYPE?"
8. :61 - Generic version
9. :59 - :01 intro/:04 vocal/:26 bed/:28 vocal close
10. :59 - :01 intro/:04 vocal/:48 bed/:06 vocal close
11. :59 - :53 bed/:06 vocal close
12. :30 - Full vocal
13. :30 - :01 intro/:04 vocal/:17 bed/:08 vocal close
14. :30 - :22 bed/:08 vocal close
15. :10 - Full vocal
16. :59 - instrumental
17. :30 - instrumental
18. :10 - instrumental

LINES:

- (1)(9-17)
 (1)(16-17)
 (16-17)
 (1-8)
 (1)(7-8)
 (7-8)
 **

MASTERPLAN

CAMPAIGNS

"WE'LL KEEP YOU IN THE RUNNIN'"

EXTENDER 1: "GREAT FEETS OF MORTAL MEN"

For customized sample, see:
DISC 45, SIDE 1, CUT 3

:60 script - Requires Male

YOU: "_____ presents... Great feats of mortal men."

VOICE 1: "Achilles, be careful of that heel! You keep running around with those ill-fitted battle shoes and you're going to get blisters."

VOICE 2: "Throughout history's long list of priorities, man's feet have remained at the very bottom... Just below the ankle."

YOU: "_____ wants to change all that."

VOICE 2: "So stand on your head and notice how your feet are now on the top."

YOU: "That's an old joke."

VOICE 2: "Those are old running shoes...you need new ones."

SFX: ELECTRONIC

VOICE 3: "We can rebuild him. We can make him better!"

VOICE 4: "Yes, but we'll have to start from the ground up. How about starting with these shoes?!"

YOU: "At _____, we realize that traction, fit, support, performance, and style are all a vital part of the right athletic shoe. An athlete depends on his footwear every step of the way. Without it, he'd be..."

VOICE 2: "Barefoot!"



CAMPAIGNS

YOU: *"And did you notice what those winning feet were wearing?
 footwear from _____! We've played footsy
 with the best. We're here to help you raise your goals
 and keep your feet on the ground... _____."*



CAMPAIGNS

"WE'LL KEEP YOU IN THE RUNNIN'"

EXTENDER 2: "BEST KICKING SHOE"

For customized sample, see:
DISC 45, SIDE 1, CUT 5

:60 script - Requires Male

- YOU: *"We're here on the street to prove the point... 'You can tell a person's sport by their shoe!' That's why we're here on the street."*
- VOICE 1: *"Harold, why is that man laying down on th pavement?"*
- YOU: *"Because, madam, we're here to prove a point for _____ . Ahhh, here's a tennis shoe!"*
- VOICE 2: *"Let go of my leg!"*
- YOU: *"Correct me if I'm wrong...but I can tell from your shoe you're a tennis player."*
- VOICE 2: *"I got them because I like their looks... Now let go of my leg!"*
- YOU: *"Oh well...another try. Maybe this time we'll prove _____ point. Miss?! These are beautiful running shoes. You must be a jogger."*
- VOICE 3: *"I'm no jogger! I got these running shoes so I could outdistance weirdos like you. Now stay away from me buster."*
- YOU: *"Well, perhaps I'm not posing the question correctly. Shall we give it one more try? You sir. These look like soccer shoes from _____. Are you a soccer player?"*
- VOICE 4: *"Yes I am. How did you...?"*



CAMPAIGNS

YOU: "As I said, _____ asked me to prove a point..."

VOICE 4: "Yep, these are the best kicking shoe for the buck."

YOU: "Kicking?..."

VOICE 4: "Watch this..."

YOU: "No sir...not...no!"

SFX: THUD

YOU: " _____ was absolutely right! You can tell a person's sport by their shoe!"

VOICE 4: "Yep. These are 'good shoes and you sure are a good sport. Say, while you're down there catching your breath...could I ask you a few questions. I've always wanted to do a man on the street interview."

MASTERPLAN

CAMPAIGNS

"WE'LL KEEP YOU IN THE RUNNIN'"

EXTENDER 3: "WHAT'S MY TYPE"

For customized sample, see:
DISC 45, SIDE 1, CUT 7

:60 script - Requires Male

SFX: GYM

VOICE 1: "So, tell me. Why all the fuss over shoes?"

YOU: "Ah ha, not just shoes... 'athletic shoes.'"

VOICE 1: "Oh...you mean tennis shoes."

YOU: "That's just my point. Sure, _____ has a great selection of tennis shoes...but are you going to jog in tennis shoes?"

VOICE 1: "Is that supposed to be a trick question?"

YOU: "No, nothing tricky about it. It's just that an athletic shoe is a piece of athletic equipment. The right shoe can prevent you from twisting your ankle in the short term or joint and tendon damage over the years."

VOICE 1: "Oh, I get it. There are different shoes for different sports."

YOU: "Right. Whether it's nothing more than shoes to walk to work in or shoes required to handle the greuling stops and turns of a highly competitive game of racketball. _____ has the right shoe for what you do."

VOICE 1: "They're the folks that know what shoes are best for you."

YOU: "You've got it! Shoes to take the stress off your feet and off your wallet."

MASTERPLAN

CAMPAIGNS

"WE'LL KEEP YOU IN THE RUNNIN'"
page 2

VOICE 1: "Ooh Ooh...now I've got a problem. You've got running shoes for running. Basketball shoes to improve my b-ball, and tennis shoes for tennis...right?"

YOU: *"So, what's the problem?"*

VOICE 1: "What kind of sport am I equipted for? I'm wearing sneakers!"

USE OF ARTWORK FOR THE "WE'LL KEEP YOU IN THE RUNNING!" CAMPAIGN

The "slick proofs" ("slicks") enclosed for "We'll Keep You in the Running!" represent "camera-ready" art. They are ready for use in reproducing printed materials.

While various sizes are provided, any one of the elements may be reduced or enlarged photographically to the precise size required.

And, though they are provided in black, a printer may reproduce the element in whatever color is specified.

Suggested layouts using the "We'll Keep You in the Running!" graphics follow:



On a Lapel Pin



On a Shopping Bag



On a TV slide.



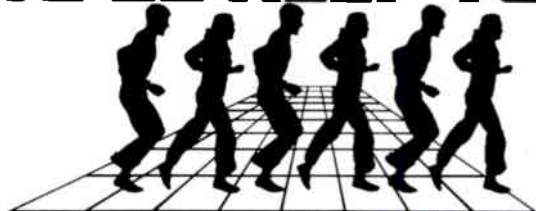
On a header card.

WE'LL KEEP YOU



IN THE RUNNING!

WE'LL KEEP YOU



IN THE RUNNING!

WE'LL KEEP YOU



IN THE RUNNING!

WE'LL KEEP YOU



IN THE RUNNING!

**WE'LL KEEP YOU
IN THE RUNNING!**



**WE'LL KEEP YOU
IN THE RUNNING!**



**WE'LL KEEP YOU
IN THE RUNNING!**



**WE'LL KEEP YOU
IN THE RUNNING!**



MASTERPLAN



A NEW WAVE VISUAL

Jewelry Store Campaign

CAMPAIGNS

I. OBJECTIVE

In a world of imitation leather and artificial flowers, the real thing is often worth its weight in...gold.

That phrase sums up the value of gold. It's always held a special fascination for many. Spain colonized the new world in search of it. Men left their homes to become 49'ers for it. Even today it has a special attraction, which makes it an ideal gift for many occasions.

The problem is, there are so many stores offering jewelry, gifts, and accessories. How can you...stand apart from the clamoring crowd? How can you make yourself heard above the ever-increasing volume of claims and counter-claims?

We suggest you become "THE STORE WITH THE GOLDEN TOUCH."

II. STRATEGY & EXECUTION

"THE STORE WITH THE GOLDEN TOUCH" image immediately conjures up a number of promotional possibilities. Better yet, it establishes you as the store with a firm hand on gold.

The image of Midas comes to mind...the ability to take an ordinary occasion and give it special meaning with a "golden" gift, thanks to your "GOLDEN TOUCH."

It's a theme that's flexible enough to enable you to concentrate on different aspects, or different occasions, such as "WE'RE THE STORE WITH THE GOLDEN TOUCH FOR CHRISTMAS."

Best of all, your broadcast advertising utilizes the strongest element available to today's advertisers, music. Research has shown music to be unequalled for primary message registration and memorability, plus it gets high marks for motivation.

In your case, music is a natural for getting the message across, because music deals directly with emotions, touching a responsive chord in the consumer. And gift giving is usually a very emotional process.



"THE STORE WITH THE GOLDEN TOUCH"

CAMPAIGNS

Cont'd

With your new musical image of "THE STORE WITH THE GOLDEN TOUCH," you can join the growing ranks of national advertisers who are realizing the many benefits of a musical campaign.

In addition to music for broadcast, your new image comes complete with sample scripts and even camera-ready artwork, so you can incorporate your new theme into all of your advertising.

Theme consistency is essential to the success of your advertising program. For that reason we've seen to it that you have all the support materials necessary to implement your new theme in all of your advertising.

III. SUMMARY

"THE STORE WITH THE GOLDEN TOUCH" is your golden opportunity to create a highly recognizable image for your business.

To summarize the main benefits of this campaign:

- * Your new image provides you with the flexibility to highlight a variety of different aspects of your business.
- * It utilizes music, the most powerful advertising element for primary message registration and memorability.
- * It emotionalizes your message with music, cutting through commercial clutter, touching a responsive chord in each consumer.
- * Your new campaign includes all the components necessary for an effective multi-media campaign.

"THE STORE WITH THE GOLD TOUCH" is ready to turn your advertising to gold starting today.



CAMPAIGNS

TH THE GOLDEN TOUCH"

(A-6213 - classy, flowing tune)

DEMONSTRATED FOR: JEWELRY STORE

CUSTOMIZED LINE: "Fuller's Jewelry"

LINE:

1. "We're the store with the golden touch,
2. (*Precious jewelry.*)
3. Choose the gift tha means so much,
4. A lasting symbol of love, lore.
5. We're the store with the golden touch,
6. (*Precious jewelry.*)
7. Diamonds and emeralds, rubies and pearls,
8. Gold and silver. how they shine.
9. Precious things from all over the world
10. Set in the finest design.
11. We're the store with the golden touch,
12. (*Precious jewelry.*)"

CUT:

1. :59 - CAMPAIGN SONG - Customized for demonstration purposes
2. :59 - Generic version - Full vocal
3. :59 - EXTENDER SPOT #1 - "I Really Don't Know How to Say This" - Customized version
4. :59 - Generic version
5. :59 - EXTENDER SPOT #2 - "The Hardest Thing on Earth" - Customized Version
6. :59 - Generic version
7. :59 - EXTENDER SPOT #3 - "Young Kids" - Customized version
8. :59 - Generic version

CAMPAIGN SONGS - additional versions

9. :59 - :02 intro/:09 vocal/:20 bed/:28 vocal close
10. :59 - :02 intro/:09 vocal/:40 bed/:08 vocal close
11. :59 - :51 bed/:08 vocal close
12. :30 - Full vocal
13. :30 - :02 intro/:09 vocal/:11 bed/:08 vocal close
14. :30 - :22 bed/:08 vocal close
15. :09 - Full vocal

LINES:

- (1-2) (7-12)
 (1-2) (11-12)
 (11-12)
 (1-6)
 (1-2) (5-6)
 (5-6)
 (5-6)

16. :59 - instrumental
17. :30 - instrumental
18. :09 - instrumental

MASTERPLAN

CAMPAIGNS

"THE STORE WITH THE GOLDEN TOUCH"

EXTENDER 1: "I REALLY DON'T KNOW HOW
TO SAY THIS"

For customized sample, see:
DISC 45, SIDE 2, CUT 3

:60 script - Requires Male or Female

VOICE 1: "I'm tellin you for the last time. Now read my
lips...I LOVE YOU!"

YOU: " understands, that for some, finding the
right way to say I love you is more difficult than
for others."

VOICE 2: "Dear, What I'm trying to say is...well.. Here,
this is for you."

VOICE 3: "Oh, I love you too!"

YOU: " has thousands of ways to say I Love You.
Small sutle ways that just hint at your true feelings."

VOICE 3: "It's so pretty."

YOU: "Or big bold beautiful statements that leave no doubt
of your undying endearment."

VOICE 3: "Darling, This is beautiful!! I Love You."

YOU: " helps you put the golden touch to
your innermost feelings."

VOICE 1: "I really don't know how to say this...O.K."

YOU: " ...with outward expressions for those
who love leaves...speechless."



CAMPAIGNS

"THE STORE WITH THE GOLDEN TOUCH"

EXTENDER 2: "THE HARDEST THING ON EARTH"

For customized sample, see:
DISC 45, SIDE 2, CUT 5

:60 script - Requires Female

VOCAL OPEN

VOICE 1: "Scientists have bestowed upon the diamond, the title of hardest natural thing on earth."

YOU: " _____ knows that's not always true."

VOICE 1: "For many, the hardest thing on earth is simply saying 'I Love You.'"

YOU: " _____'s makes it a little easier to express your love. Experience _____'s golden touch and feel a touch of magic."

VOICE 1: "What was once the hardest rock known to man is no longer hard at all!"

YOU: "With _____, a diamond is easy. Easier than you think. Credit and lay-away plans make the pains of love disappear and replaces them with the sparkling brilliance of a diamond."

VOCAL CLOSE

MASTERPLAN

CAMPAIGNS

"THE STORE WITH THE GOLDEN TOUCH"

EXTENDER 3: "YOUNG KIDS"

For customized sample, see:
DISC 45, SIDE 2, CUT 7

:60 script - Requires Male

VOICE 1: "I tell ya, time was when love meant something!"

YOU: *"It still does Grandpa. I love Sally just as much as you loved Grandma."*

VOICE 1: "Could have fooled me! What have you done for her lately."

YOU: *"Well, I haven't fixed her breakfast in bed lately.. if that's what you mean..but I do love her! Look, I just got her this diamond pendant over at _____."*

VOICE 1: "You kids know about the store with the golden touch, eh?"

YOU: *"Sure! That's where Sally and I got our wedding rings."*

VOICE 1: "Well, you keep telling her you love her and giving little gifts from time to time to time..and you'll do fine, you two."

YOU: *"Sometimes _____ does a better job of telling Sally that I love her more than I ever could."*

VOICE 1: "So you kids know love...but let me tell you about Politics. What do you kids know about politics? Whose fault is all this trouble we're in anyway."

YOU: *"Hold it for a second Grandpa."*



CAMPAIGNS

VOICE 1: "Yeah. What is it?"

YOU: "Here... This is for you. It's from _____."

VOICE 1: "For me? Ahh, I guess you young kids may be alright after all. Did I ever tell you about how I had to walk seven miles to school when I was your age?"

YOU: "You went to school when you were 29?"

USE OF ARTWORK FOR THE "THE STORE WITH THE GOLDEN TOUCH" CAMPAIGN

The "slick proofs" ("slicks") enclosed for "The Store With the Golden Touch" represent "camera-ready" art. They are ready for use in reproducing printed materials.

While various sizes are provided, any one of the elements may be reduced or enlarged photographically to the precise size required.

And, though they are provided in black, a printer may reproduce the element in whatever color is specified.

Suggested layouts using the "The Store With the Golden Touch" graphics follow:



On a Billboard



On a TV slide.

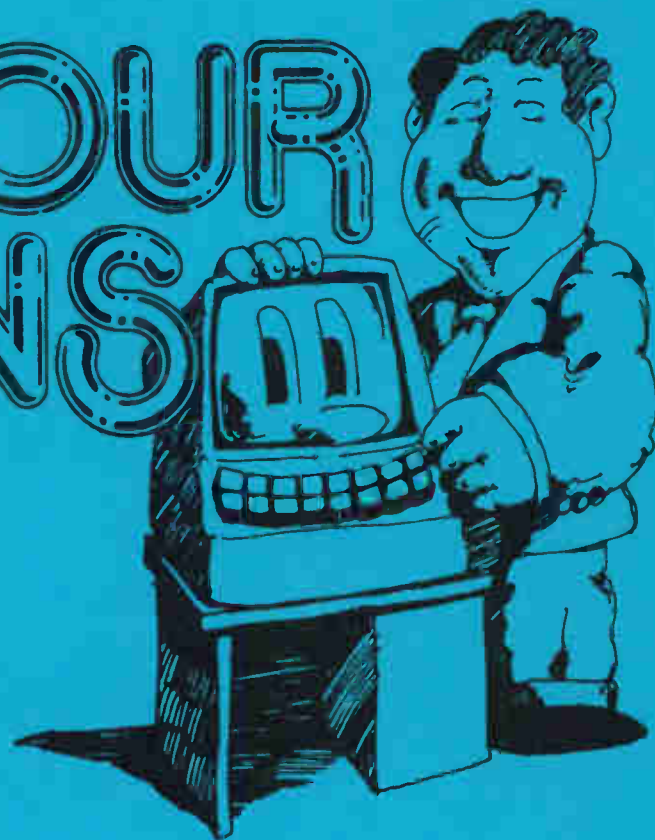


On a header card.



MASTERPLAN

**PICK OUR
BRAINS**



A NEW WAVE VISUAL

Computer Center Campaign



"PICK OUR BRAINS"

CAMPAIGNS

OBJECTIVE

The first computer was used by the ancient Chinese, and it's still in use today. The abacus helped merchants and businessmen keep their financial affairs straight for centuries. In the nineteenth century, Charles Babbage began to build his computer, but the technology of the day wasn't up to the task and it was never completed. The twentieth century saw the dawn of the electronic computer. The first contained 1,800 vacuum tubes and diodes and weighed thirty tons. Today's computers have no vacuum tubes and can be held in your hand. These modern computers are capable of even more memory than the old thirty ton models.

Computer stores abound now. The debate over whether a family or business needs a computer is still raging. How does one go about purchasing a computer right for his or her needs, and once the purchase is made, is the purchaser on his or her own to navigate the computer maze? This is where your business comes in. Your professional knowledge and advice are what you're selling as much as the hard and software.

In order for potential customers to reach you, you must first reach them with your message of professional service, advice, and all the right equipment.

It's to this end that your new campaign of "PICK OUR BRAINS" is aimed.

STRATEGY AND EXECUTION

The array of computer lines and software is mindboggling. Without help, a customer can get lost, choosing the wrong computer and giving up on the tool which could have made his life or business easier. With your advice, your customers can avoid this all too common problem. They can pick your brains, a message which has reached them through music, the most effective advertising element for primary message registration and memorability.

That's why the center of your new campaign is this musical image. A theme song such as this establishes your image on both the conscious and unconscious levels. The bright, up-tempo music grabs the listener's attention, and develops an association between the theme and your name. To speed up this process, we suggest you introduce your new image with a heavy broadcast schedule featuring your new song. We further recommend you customize the song to increase the immediate recognition factor

CAMPAIGNS

"PICK OUR BRAINS"

Page 2

STRATEGY AND EXECUTION (Cont'd)

between your business and the theme.

Once your new image of "PICK OUR BRAINS" is established, broaden the scope of your advertising with the extenders we've provided, plus your own copy over the various versions of the song we've included.

We've even covered your print advertising with a camera-ready logo, ready for inclusion in all of your non-broadcast advertising, point-of-purchase to Yellow Pages and billboards.

Theme consistency is vital to the success of any advertising image, so be sure to include your new theme in all of your advertising.

Theme song, extender scripts, and art work utilizing the theme "PICK OUR BRAINS" are ready now to help you increase recognition of your capabilities, building in-store traffic and increasing sales as a result.

SUMMARY

In summation, your new "PICK OUR BRAINS" campaign offers the following advantages:

- * Because of increased competition, you need a strong, recognizable image to set your business apart from the rest. "PICK OUR BRAINS" is it.
- * Your new image utilizes music, the most effective element for primary message registration and memorability, to convey your message.
- * Commercial extenders help expand your broadcast advertising, reinforcing the theme.
- * Camera-ready artwork is included to complete this comprehensive campaign package, and insure theme consistency.

Once you start using your new image of "PICK OUR BRAINS," you'll be the pick of computer stores in our market.

MASTERPLAN

CAMPAIGNS

"PICK OUR BRAINS"

(A-5094 - uptempo bright contemporary)

DEMONSTRATED FOR: COMPUTER STORE

CUSTOMIZED FOR: "ACCESS UNLIMITED"

LINE

1. "It's a busy world getting busier.
2. You're getting busier, too.
3. You need all the help the world can give you,
4. And the world doesn't seem to want to help at all.
5. But we will!
6. Pick our brains for your business.
7. Pick our brains for games to play.
8. Pick our brains for computer needs.
9. *For every computer need, pick our brains.*
10. It's a super tech world we live in,
11. And it's hard to stay ahead of the game.
12. Just keeping things going at home or business,
13. Takes everything out of you, so look for us.
14. Pick our brains for your business.
15. Pick our brains for games to play.
16. Pick our brains for computers.
17. *For every computer need, pick our brains."*

CUT

1. :60 - CAMPAIGN SONG - Customized for demonstration purposes
2. :60 - Generic version - Full vocal
3. :60 - EXTENDER SPOT #1 - "THE EXPERIMENT"
4. :60 - Generic version
5. :60 - EXTENDER SPOT #2 - "EXCUSES"
6. :60 - Generic version
7. :60 - EXTENDER SPOT #3 - "WAR GAMES"
8. :60 - Generic version

CAMPAIGN SONGS -additional versions

- | | LINES |
|---|---------------|
| 9. :60 - :00 intro/:29 vocal/:21 bed/:10 vocal close | (1-9) (16-17) |
| 10. :60 - :00 intro/:16 vocal/:35 bed/:10 vocal close | (1-5) (16-17) |
| 11. :60 - :54 bed/:06 vocal close | (17) |
| 12. :60 - :50 bed/:10 vocal close | (16-17) |
| 13. :30 - Full vocal | (1-9) |
| 14. :30 - :00 intro/:03 vocal/:19 bed/:08 vocal close | (1) (8-9) |
| 15. :30 - :25 bed/:05 vocal close | (9) |
| 16. :30 - :21 bed/:09 vocal close | (8-9) |
| 17. :10 - Full vocal | (8-9) |
| 18. :60 - Instrumental | |
| 19. :30 - Instrumental | |
| 20. :10 - Instrumental | |



CAMPAIGNS

"PICK OUR BRAINS"

EXTENDER #2: "EXCUSES"

For customized sample, see:
DISC 46, SIDE 1, CUT 5

:60 SCRIPT - Requires Male or Female

FX: TYPING

VOICE 1: "Research shows two out of three business people are considering a computer to help their business along. Well, what about it?"

VOICE 2: "I have."

VOICE 3: "Me, too."

VOICE 1: "Number three?"

YOU: "Me?"

VOICE 1: "What about you?"

YOU: "I-I-I..."

VOICE 1: "Just as I thought. You're the one."

YOU: "Which one?"

VOICE 1: "The one in every crowd of three."

YOU: "No! I've thought about computers."

VOICE 1: "You're probably just saying that to prove the research wrong."

YOU: "No, really! I've...I've even thought of going to ML&H Co."

VOICE 1: "Likely story."

YOU: "It's true! I've talked with people who've bought their business computers there."

VOICE 1: "Who hasn't?"

MASTERPLAN

CAMPAIGNS

"PICK OUR BRAINS"

EXTENDER #2: "EXCUSES"

page 2

YOU: "Ah...So I thought I might..."

VOICE 1: "Might?"

YOU: "Would?"

VOICE 1: "Uh."

YOU: "Will! I will go to MLL ^{390 H Barb} for a
business computer system."

VOICE 1: "That's better."

YOU: "Good."

VOICE 1: "Well?"

YOU: "Well what?"

VOICE 1: "Well, what are you waiting for? Don't you have some-
thing important to do?"

YOU: "Yes...Yes, of course! I'm going to MLL ^{390 H Barb}
MI
right away."

VOICE 1: "Why don't you get on with it? Get on! Get on!
Good idea, these chats. All right. Send in the
next number three."

MUSIC: VOCAL UP AND OUT

QUISICALL ME ME ME

NO PROBLEM THE PEOPLE AT M L & H HAVE DEP\$ENDABLE LOCAL SERVICE.

COMPUTOR SOUNDS.

M L & H HAS OFFICE SUPPLIES.. THEY TAKE VISA, DISCOVER AND MASTER
CARD.

AND HAVE FUN GAMES TO PLAY WHEN THE BOSS IS AWAY.

AH IGOR
COMING MASTER.
WHAT IS THIS?

A COMPUTER FROM M L & H COMPUTERS ON NORTH BROAD
I NEED A BRAIN TO OPERATE.

AN M L & H COMPUTER IS ~~SO MUCH~~ ^{so So Messy} BETTER THAN A BRAIN.. IT'S NOT ~~MESSY..~~ ^{USED} SEE THE BOTTOM OF THE BAG ISN'T EVEN WET.

WHAT AM I GOING TO DO.

DO WHAT I DID.. GO TO M L & H.. ^{350 Hill} THEY CONSULT, THEY SUGGESTED
THE RIGHT COMPUTER AND SYSTEM.. AND WITH LOCAL SERVICE WE WONT
HAVE TO WAIT FOR VAMPIRE TO FLY UP FROM THE VALLEY..

THIS IS TOO MUCH.

OH NO MASTER.. THE BEST COMPUTER VALUES ARE FOUND AT M L & H
3-90 NORTH BROAD.. THEY HAVE OFFICE SUPPLIES AND THEY'LL
ACCEPT YOU VISA DISCOVER OR MASTERCARD.

WHAT ABOUT MY EXPERIMENT...

^{Who Know} LET'S INSTALL THE COMPUTER ^{and get this show on the road so we} AND GET THIS SHOW ON THE ROAD SO WE
CAN GO OUT AND DIG UP A COUPLE OF DATES ^{clubs}

IGOR.

YES MASTER

THANK YOU

THANK M L & H.



CAMPAIGNS

"PICK OUR BRAINS"

EXTENDER #3: "WAR GAMES"

For customized sample, see:
DISC 46, SIDE 1, CUT 7

:60 SCRIPT - Requires Male or Female

YOU: "Welcome to M L & H. Com. My assistant Chip and myself are here today to show you some very good reasons for picking the brains ~~here~~ at M L & H For your business. All set, Chip?"

VOICE 1: (HIGH PITCHED "ME-ME-ME!")

YOU: "Now, Chip, there's nothing to be afraid of... M L & H makes it so easy to pick the right computer for your needs. Plus They've got plenty of programs that can help you do everything from taking stock to picking stock."

VOICE 1: (LESS INTENSE "ME-ME-ME!")

YOU: "And, the professionals at M L & H are always ready to help you with your selection of the best computer and programs for your business. Here, how about this one?"

VOICE 1: (QUISICAL "ME-ME-ME?")

YOU: "There, now...No problem. The people here at M L & H encourage hands on experience."

FX: COMPUTER SOUNDS

YOU: "Well? Not to worry. Well, all work and no play... It's nice to know M L & H's computers also go in for fun and games. Here, try this one."

MASTERPLAN

CAMPAIGNS

"PICK OUR BRAINS"

EXTENDER #3: "WAR GAMES"

page 2

FX: PLUG IN/ZAPS/EXPLOSIONS

VOICE 1: (HIGH PITCHED "ME-ME-ME!")

YOU: *"Watch it, Chip, he's making another pass!"*

FX: LOUD LASER ZAP/"ME-ME-ME!"

YOU: *"How realistic! Another great reason for picking
the brains at _____!"*

~~M L & H 3-90 NORTH BROAD.. SALES, CONSULTING AND LOCAL SERVICE.~~

M L & H COMPUTERS. SALES, CONSULTING, LOCAL SERVICE PLUS OFFICE
SUPPLIES AT 3-90 NORTH BROAD,



CAMPAIGNS

"PICK OUR BRAINS"

EXTENDER #1: "THE EXPERIMENT"

For customized sample, see:
DISC 46, SIDE 1, CUT 3

:60 SCRIPT - Requires Male

FX: THUNDER

VOICE 1: "Good...good. The intensity of the lightning is up. Perfect conditions for my experiment. I hope Igor gets back soon with the..."

FX: CREAKING DOOR OPEN/RAIN/DOOR CLOSES/FOOTSTEPS

VOICE 1: "Ah, Igor."

YOU: "Coming, Master."

VOICE 1: "Hurry up with that bra...What is this?"

YOU: "A computer from _____, Master."

VOICE 1: "A compu...But-but I need a brain to operate..."

YOU: "No, Master, No...Why even I could operate one of the computers from _____."

VOICE 1: "Oh, no...What an I going to do?!"

YOU: "Just do what I'd do. Ask the people at _____ for help. They've got plenty of programs for your work, home, whatever, and they even offer special training programs."

VOICE 1: "This is too much."

YOU: "Oh, hardly, Master. All the computers at _____ are reasonably priced. And they offer so many different ways you can add on to your present system."

VOICE 1: "But what about my experiment?"



CAMPAIGNS

"PICK OUR BRAINS"

EXTENDER #1: "THE EXPERIMENT"

page 2

YOU: *"Your new computer from _____ can help
you with it...or how to cook a casserole, how to
pick stocks, or how to..."*

VOICE 1: *"Igor!"*

YOU: *"Yes, Master?"*

VOICE 1: *"Thank you."*

YOU: *"Awwww, Master."*

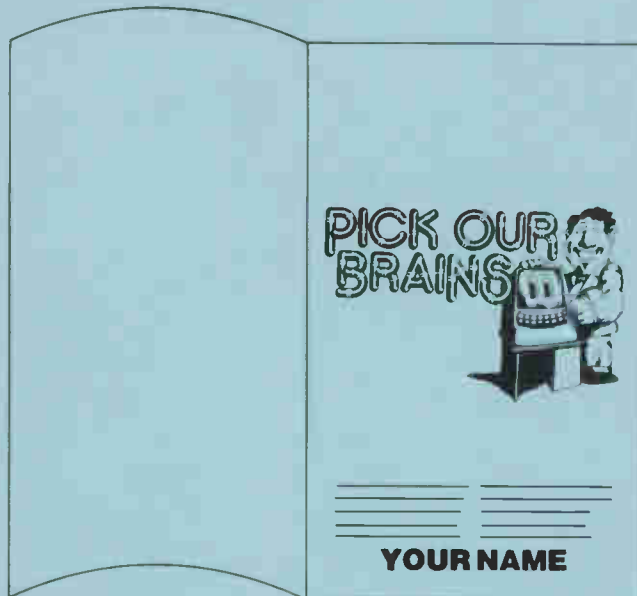
MUSIC: VOCAL UP AND OUT



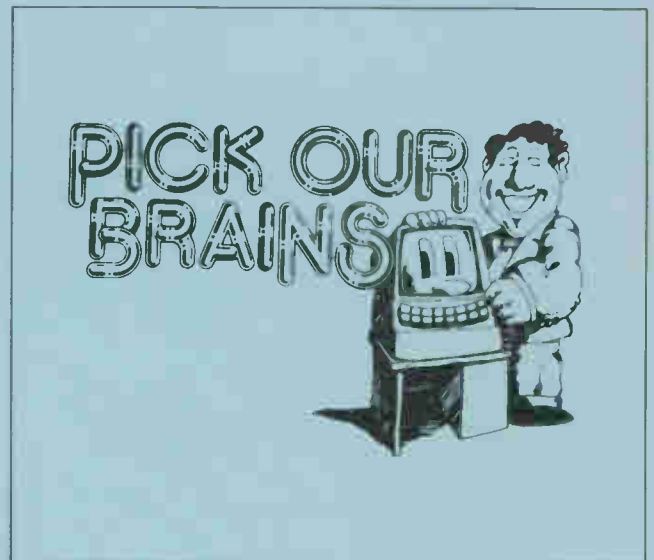
CAMPAIGN ARTWORK SUGGESTED USES

“Pick Our Brains”

1. In a newspaper ad.



2. On a window streamer or easel card.



4. On a wire hanger



3. On a TV slide.

The above suggestions are only a few of the many possible layouts and applications for this campaign logo.

The following page provides “Camera-ready art” for use by a printer in reproducing the campaign logo. Any of the logos provided may be reduced or enlarged photographically, and reproduced in any color or colors desired.

PICK OUR
BRAINS



PICK OUR
BRAINS



PICK OUR
BRAINS

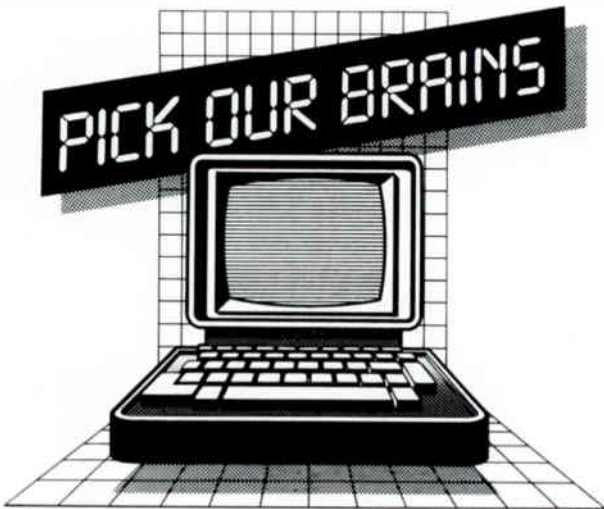


PICK OUR
BRAINS

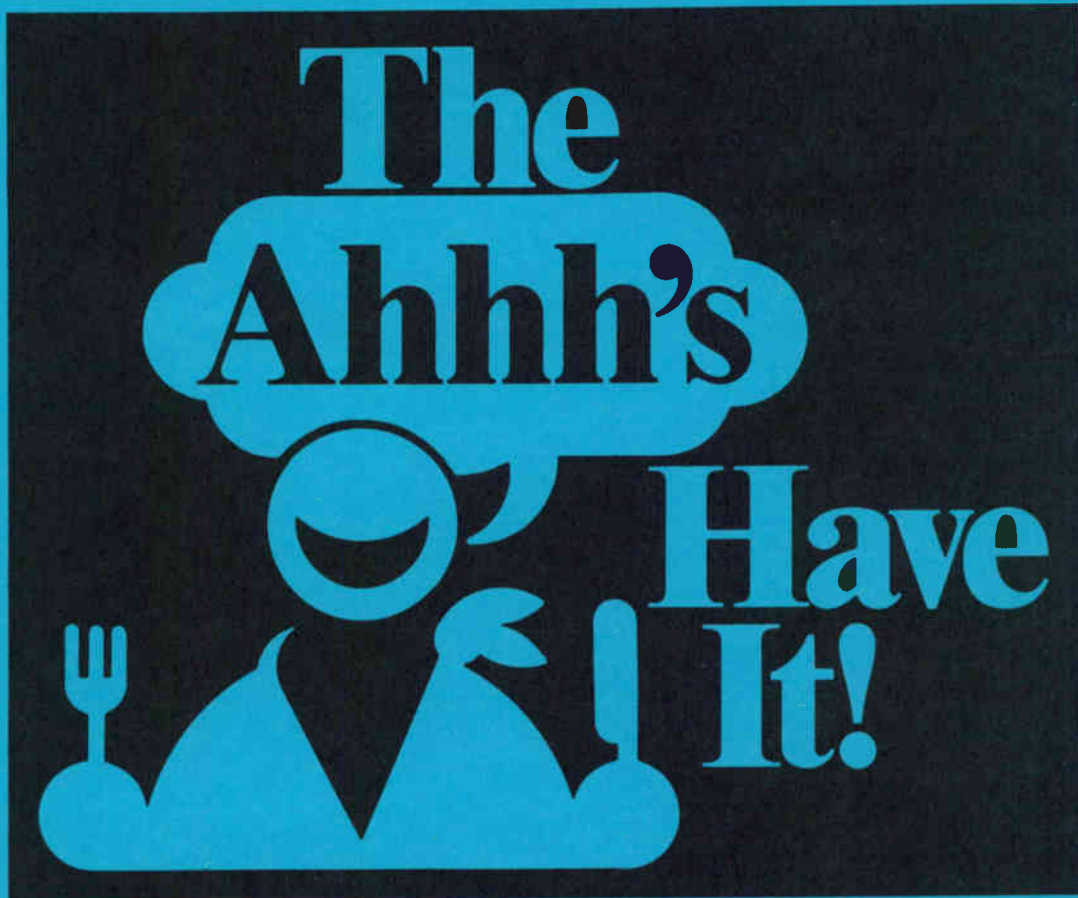


PICK OUR
BRAINS





MASTERPLAN



A NEW WAVE VISUAL

Restaurant Campaign

MASTERPLAN

"THE AHHH'S HAVE IT"

CAMPAIGNS

OBJECTIVE

"Venite me omnes qui stomacho laboratis, et ego restaurabo vos." Monsieur Boulanger displayed this slogan above his establishment when he opened in 1765. The poor rendering of Latin means: "Come to me all you whose stomachs are distressed and I will restore you." The first restaurant (from the Latin "to restore") opens in Paris. For the first time in history, people could sit at a table, order a meal, eat it, then pay the tab, and leave refreshed.

Restaurants have undergone many changes through the years. Home cooking, foreign cuisine, and sea food are only a few of the specialty restaurants offering today's diner a variety of choices. With such an array of eating establishments, why should anyone choose yours to satisfy his or her hunger? The quality of the food? Yes. The ambiance of the atmosphere you've created? It helps. But if your advertising is inadequate or ineffective, the customers won't find you. The average person eats one meal out of three away from home, and you should be getting your share of the trade. That's precisely what we had in mind when we developed the image of "THE AHHH'S HAVE IT" for you.

STRATEGY AND EXECUTION

Seafood restaurants are springing up everywhere, serving anything from fast food to haute cuisine. In order to distinguish your business from the rest, you need a strong image. "THE AHHH'S HAVE IT" is it, projecting client satisfaction by means of a powerful theme song. Music is the most effective advertising aid in use today. It possesses the unique ability to by-pass the listener's conscious mind, so your message is delivered directly to the subconscious, and is therefore remembered.

The lively presentation of your song captures the potential diner's interest. Your restaurant's name becomes linked with the musical image. From now on, whenever a person hears the music, they'll think of your restaurant. To help speed up the process, we recommend you begin with a heavy saturation schedule of your new image song.

Once you've built the recognition factor, you can begin to reinforce it with the extender scripts we've provided. This allows you to expand on the basic theme of "THE AHHH'S HAVE IT," targeting different aspects of your restaurant you wish



CAMPAIGNS

"THE AHHH'S HAVE IT"

Page 2

STRATEGY AND EXECUTION (Cont'd)

to promote.

Also included with your new campaign is camera-ready artwork for use in all your print advertising, point-of-purchase to billboards and Yellow Pages ads.

The reason for this is simple. Theme consistency is vital to the success of any advertising image. You must present a strong, consistent image in all of your advertising, or your efforts are wasted. By providing you with all the necessary materials, we insure your success.

SUMMARY

To quickly recap the major benefits of your new image of "THE AHHH'S HAVE IT,":

- * Specialty restaurants abound. Your new image of "THE AHHH'S HAVE IT" projects a theme of customer satisfaction.
- * Music is at the core of this campaign. Utilizing music, long recognized the most effective advertising element for primary message registration and memorability, you establish a strong recognition factor for your new image.
- * Commercial extender scripts provided enable you to expand on the basic theme easily, targeting different aspects of your business you wish to promote.
- * Camera-ready artwork insures theme consistency in your print advertising, a vital consideration to the success of any advertising image.

When considered as a complete package, your new campaign of "THE AHHH'S HAVE IT" has all the elements necessary to reach potential customers with a message of satisfaction, insuring an increase in business and profits.

MASTERPLAN

CAMPAIGNS

"THE AHHS'S HAVE IT"

(A-5096 - uptempo pop)

DEMONSTRATED FOR: SEAFOOD RESTAURANT

CUSTOMIZED FOR: "STEERES CALABASH SEAFOOD"

LINE

1. "The ah's have it. The ah's have it.
2. Ah, what a wonderful taste.
3. Ah, what a wonderful sytle.
4. Atmosphere to set the right mood,
5. To bring up the ah's for your favorite food.
6. The ah's have it. The ah's have it
7. The ah's have it.
8. *The ah's have it.*
9. Add your voice to the chorus of ahs.
10. Service and taste bring on the applause.
11. Ah, what a wonderful taste.
12. Ah, what a wonderful style.
13. Atmosphere to set the right mood.
14. To bring up the ahs for your favorite food.
15. The ah's have it. The ah's have it.
16. *The ah's have it."*

CUT

1. :60 - CAMPAIGN SONG - Customized for demonstration purposes
2. :60 - Generic version - Full vocal
3. :60 - EXTENDER SPOT #1 - "CHEF ANDRE"
4. :60 - Generic version
5. :60 - EXTENDER SPOT #2 - "VOICES"
6. :60 - Generic version
7. :60 - EXTENDER SPOT #3 - "JEREMY"
8. :60 - Generic version

CAMPAIGN SONGS - additional versions

- | | LINES |
|---|-------------|
| 9. :60 - :03 intro/:04 vocal/:26 bed/:27 vocal close | (1) (9-16) |
| 10. :60 - :03 intro/:04 vocal/:44 bed/:09 vocal close | (1) (15-16) |
| 11. :60 - :51 bed/:09 vocal close | (15-16) |
| 12. :30 - Full vocal | (1-8) |
| 13. :30 - :03 intro/:04 vocal/:19 bed/:04 vocal close | (1) (7-8) |
| 14. :30 - :25 bed/:05 vocal | (7-8) |
| 15. :10 - Full vocal | (1) |
| 16. :60 - Instrumental | |
| 17. :30 - Instrumental | |
| 18. :10 - Instrumental | |



CAMPAIGNS

"THE AHHS HAVE IT"

EXTENDER #1: "CHEF ANDRE"

For customized sample, see:
DISC 46, SIDE 2, CUT 3

:60 SCRIPT - Requires Male or Female

MUSIC: INSTRUMENTAL

FX: RESTAURANT BACKGROUND

YOU: "Excuse me...Say, aren't you Chef Andre from the..?"

VOICE 1: "Please, not so loud."

YOU: "What are you doing here at _____?"

VOICE 1: "I can't resist it."

YOU: "I know what you mean. I especially love _____
_____ 's seafood buffet. And it's so reasonably
priced."

VOICE 1: "Tell me about it."

YOU: "Still, I'd never have expected to find you here."

VOICE 1: "I can't help myself."

YOU: "Guess you could say you're hooked on _____
_____ 's steaks and seafoods."

VOICE 1: "You could say that...just not so loud."

YOU: "Oh, right. Gee, I wonder what your employers
would say if they knew their chef was eating at
_____?"

VOICE 1: "Why don't you ask them? They're right over there."

YOU: "I see."

VOICE 1: "Probably they'd say...The Ahhs Have It."

YOU: "Right."

MUSIC: VOCAL UP AND OUT

MASTERPLAN

CAMPAIGNS

"THE AHHS HAVE IT"

EXTENDER #2: "VOICES"

For customized sample, see:
DISC 46, SIDE 2, CUT 5

:60 SCRIPT Requires Male or Female

MUSIC: INSTRUMENTAL

VOICE 1: "Help me, Doctor. It's my husband, Herbert."

YOU: "What seems to be the problem?"

VOICE 1: "It's his eating habits. He thinks haute cuisine is a hamburger all the way."

YOU: "I see. And you'd like for him to be a little more..."

VOICE 1: "Human."

YOU: "Refined."

VOICE 1: "Either one. I'm not asking for all that much, am I?"

YOU: "Not at all. Tell you what. I know of a clinic in Switzerland specializing in cases like this..."

VOICE 1: "Switzerland? Won't that be expensive?"

YOU: "Of course it's expensive! Do you think the Swiss got all their money from chocolate and cheese?"

VOICE 1: "No. But isn't there another way?"

YOU: "You could take him to _____."

VOICE 1: "What?"

YOU: "_____. One taste of the delectable entrees from _____'s menu and he'll never be satisfied with hum-drum hamburgers again."

VOICE 1: "And it's not expensive?"

YOU: "Good heavens, no. I eat at _____ all the time."

MASTERPLAN

CAMPAIGNS

"THE AHHS HAVE IT"

EXTENDER #2: "VOICES"

page 2

VOICE 1: "Oh, thank you...Uh...there is one more thing."

YOU: "Yes?"

VOICE 1: "What can you do for me? I hear voices."

YOU: "What do they say?"

VOICE 1: "I can't tell. They're too low."

YOU: "No problem. Here, I'll turn up the volume."

MUSIC: VOCAL UP

VOICE 1: "That's better."

MASTERPLAN

CAMPAIGNS

"THE AHHS HAVE IT"

EXTENDER #3: "JEREMY"

For customized sample, see:
DISC 46, SIDE 2, CUT 7

:60 SCRIPT - Requires Male

MUSIC: INSTRUMENTAL/RESTAURANT BACKGROUND

FX: SLURPING

YOU: "Jeremy, while your mother's away for a minute,
I just wanted to say that I know what you're doing."

BOY: "What?"

YOU: "You're saving the best for last."

BOY: "I am?"

YOU: "Uh-huh. You're saving _____'s
delectable popcorn shrimp for the piece de resis-
tance."

BOY: "Piece of what?"

FX: CRUNCHING

YOU: "It must be tough, eating all those French fries
first, when all the while your taste buds are
watering for just a taste of those delicious morsels."

BOY: "More what?"

YOU: "I've really got to give you credit. I thought it
was tough when I was a kid, but _____'s
popcorn shrimp are so much better than anything I ever
ate."

BOY: "They are?"

YOU: "No doubt about it. I don't think I could just sit
there...staring at those great tasting...What's this
Jeremy?"

MASTERPLAN

CAMPAIGNS

"THE AHHS HAVE IT"

EXTENDER #3: "JEREMY"

page 2

FX: GIGGLING

YOU: *"Jeremy! You must resist. Don't let _____'s
popcorn shrimp get to you."*

BOY: *"Too late, Dad."*

YOU: *"But-but, Jeremy. What will your mother say when
she comes back and finds all your delicious _____
_____popcorn shrimp gone?"*

BOY: *"The ahhs have it."*

FX: GIGGLING

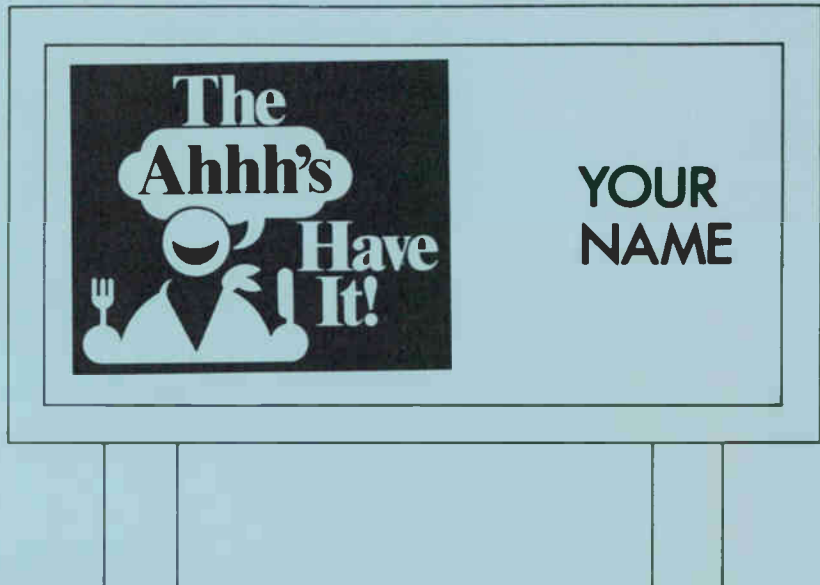


CAMPAIGN ARTWORK SUGGESTED USES

“The Ahhh’s Have It”



1. In a newspaper ad.



2. On a billboard.



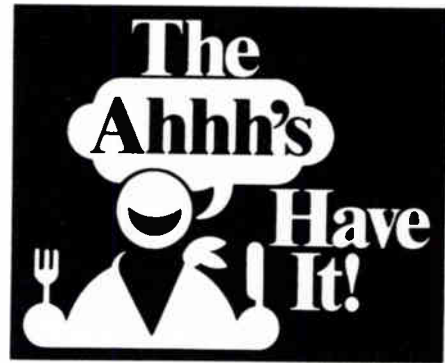
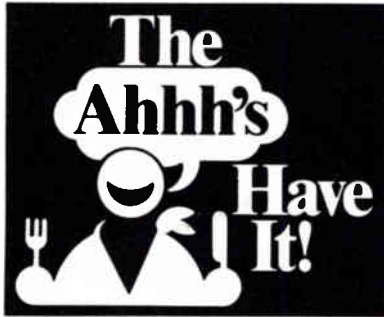
3. On window banners.



4. As a TV super.

The above suggestions are only a few of the many possible layouts and applications for this campaign logo.

The following page provides “Camera-ready art” for use by a printer in reproducing the campaign logo. Any of the logos provided may be reduced or enlarged photographically, and reproduced in any color or colors desired.



MASTERPLAN



**OUR MONEY
CAN CURE
YOUR BILLS!**

A NEW WAVE VISUAL

Loan Company Campaign

MASTERPLAN

"OUR MONEY CAN CURE YOUR BILLS"

CAMPAIGNS

OBJECTIVE

According to a medieval herbalist, you can avoid your creditors by putting poppy seeds in your shoes. If you do this, you'll be able to walk by them without being seen. Not exactly sound advice for today. Every year it seems easier to get into debt. The average person juggles his payments as best as he can, but many find they still need help, especially when emergencies arise. Where can the bill payer go to find financial aid without filing for bankruptcy? Your company can give them that extra leeway that can solve their financial problems. There are many financial companies willing to lend money and you need to distinguish yourself from the rest. "Our Money Can Cure Your Bills" image campaign will give you the distinction you need to let your potential customers know that your the place they can find the assistance they require.

STRATEGY

It's estimated that there are more than 10,000 different credit cards issued in the U.S. With that much credit floating around, it's no wonder people get in over their heads, to say nothing about emergencies and those things they just can't do without.

Your new advertising campaign, "Our Money Can Cure Your Bills," is based on an image song. Music is widely used in advertising because of its unique quality of memorability. It works on a higher level than the conscious mind, taking your message directly to the sub-conscious and by-passing the listener's acquired sales resistance. The campaign song sets up your image. The campaign extender spots reinforce the image while expanding the scope of your advertising. To complete your advertising, art work with the same theme of "Our Money Can Cure Your Bills" is included to use in your print ads.

EXECUTION

Begin your new broadcast advertising campaign with a saturation schedule of your image song, avoiding the excess clutter of long tag lines and special services until your image of "Our Money Can Cure Your Bills" becomes fixed in the minds of your listeners. It's best to have your image song customized with

MASTERPLAN

CAMPAIGNS

"OUR MONEY CAN CURE YOUR BILLS"
PAGE TWO

your company's name to give the song more impact.

When your new image is established, expand your advertising to highlight the services you want to expound upon. The commercial extenders, included in the campaign materials, continue with the theme of "Our Money Can Cure Your Bills" and are ideal to lengthen the life of your campaign.

A successful advertising campaign will use only one theme throughout all the media used. To enable you to maintain theme consistency in your print advertising, camera-ready art work is included in campaign material.

SUMMARY

The following is a summary of the salient points of you "Our Money Can Cure Your Bills" campaign:

- * People are in need of financial assistance more than ever. "Our Money Can Cure Your Bills" is the right image to relate to your potential customers that they can rely on you.
- * The campaign song establishes your image. Music is the best way to get your message across. You should have your image song customized to increase its impact.
- * Extender spots lengthen the life of your campaign while maintaining the theme of "Our Money Can Cure Your Bills."
- * To coordinate your print advertising, camera-ready art work utilizing the theme, "Our Money Can Cure Your Bills," is included in the campaign materials.

MASTERPLAN

CAMPAIGNS

"OUR MONEY CAN CURE YOUR BILLS"

(A-6224 - uptempo, bouncy, contemporary)

Demonstrated For: Savings and Loan

Customized Line: "AT PLANO SAVINGS AND LOAN"

LINE:

1. "Somethings are not very funny.
2. Things like problems with money,
3. Bills to pay, things you need,
4. A place to stay, kids to feed.
5. It's money, money, money.
6. Everybody needs money, money, money.
7. Yes, those dollars when you need 'em,
8. Such wonderful pills.
9. *When your bank account is ill,*
10. Our money can cure your bills.
11. Money, money, money, everybody needs money, money, money.
12. When your days are lookin' not very sunny,
13. Cause you need a bit of cash there, sonny.
14. It's nice to know a place you can go where,
15. There's a friendly face so easy to know there.
16. Yes, those dollars when you need 'em.
17. Such wonderful pills.
18. *When your bank account is ill.*
19. Our money can cure your bills."

CUT

1. :61 - CAMPAIGN SONG - Customized for demonstration purposes
2. :61 - Generic version - Full vocal
3. :61 - EXTENDER SPOT #1 - "SOLUTIONS"
4. :61 - Generic version
5. :61 - EXTENDER SPOT #2 - "BIG TIME OPERATOR"
6. :61 - Generic version
7. :61 - EXTENDER SPOT #3 - "MOST VALUABLE PAYER"
8. :61 - Generic version

CAMPAIGN SONG - additional versions

- | | LINES: |
|---|--------------|
| 9. :61 - :00 intro/:06 vocal/:24 bed/:31 vocal close | (1-2)(11-19) |
| 10. :61 - :00 intro/:06 vocal/:47 bed/:08 vocal close | (1-2)(18-19) |
| 11. :61 - :53 bed/:08 vocal close | (18-19) |
| 12. :31 - Full vocal | (1-10) |
| 13. :31 - :00 intro/:06 vocal/:17 bed/:08 vocal close | (1-2)(9-10) |
| 14. :31 - :23 bed/:08 vocal close | (9-10) |
| 15. :12 - Full vocal | (9-10) |
| 16. :61 - instrumental | |
| 17. :31 - instrumental | |
| 18. :12 - instrumental | |

MASTERPLAN

CAMPAIGNS

"OUR MONEY CAN CURE YOUR BILLS"

EXTENDER #1: "SOLUTIONS"

For customized sample, see;
DISC 47, SIDE 1, CUT 3

:60 SCRIPT - Requires: Male or Female

MUSIC: TO SUPPORT

YOU: "Good morning sir. Welcome to _____.
Can we help you?"

VOICE 1: (MILQUETOAST) "Well...money's a little tight right now...
but...I suppose you couldn't do anything..."

YOU: "Well, if your problem is money, we'd like to help you
solve it."

VOICE 1: "Oh...but I've been other places and they have all these
confusing forms to fill out. I suppose you couldn't do
anything about tha..."

YOU: "We might just surprise you, sir. I'll just ask you a
few simple questions and fill out the application for you."

VOICE 1: "Oh, but I don't deserve any special treatment, so you
probably wouldn't want to do that for me..."

YOU: "That's just the point. At _____ we think
all of our customers are pretty special. Now, what kind
of loan do you need?"

VOICE 1: "Well, my daughter needs braces for her teeth...but...I
don't suppose you'd lend me money for that..."

YOU: "Of course we can."

(CON'T)

MASTERPLAN

CAMPAIGNS

"OUR MONEY CAN CURE YOUR BILLS"

EXTENDER #1: "SOLUTIONS"

page two

VOICE 1: "...and it'll probably take a few weeks to get the money,
but you probably can't do anything..."

YOU: *"We can probably approve your loan and get you the money
this afternoon."*

VOICE 1: "Oh, that's wonderful!"

YOU: *"Any other questions?"*

VOICE 1: "I got a parking ticket this morning...but I don't suppose
you couldn't do anything to take care of..."

YOU: *"No, sir...we couldn't do that. But we can loan you the
money to pay for it."*

MUSIC: VOCAL CLOSE "...CAN CURE YOUR BILLS"

MASTERPLAN

CAMPAIGNS

"OUR MONEY CAN CURE YOUR BILLS"
EXTENDER #2: "BIG TIME OPERATOR"

For customized sample, see;
DISC 47, SIDE 1, CUT 5

:60 SCRIPT - Requires: Male

FX: HEART MONITOR/RESPIRATOR

VOICE 1: "Scalpel."

VOICE 2: "Scalpel."

VOICE 1: "Clamp."

VOICE 2: "Cheap-skate."

VOICE 1: "Please, Wanda, not here."

VOICE 2: "That's right. We're not suppose to be here. We're supposed to be vacationing in the Caribbean."

VOICE 1: "Money's been a little tight. I did get two tickets to the ice follies."

VOICE 2: "ICE FOLLIES?!"

FX: RESPIRATOR OFF

YOU: *"'Scuse me, folks."*

VOICE 1: "What'd you want? Can't you see I'm in the middle of an operation?"

VOICE 2: "He's the patient."

YOU: *"Yes, and _____ has money to cure your bills, or even for a trip to the Caribbean."*

VOICE 2: "What?"

VOICE 1: "Don't listen! It's the anesthetic talking."

YOU: *"No! How do you think I'm paying for this operation? All it took was one visit to _____."*

MASTERPLAN

CAMPAIGNS

"OUR MONEY CAN CURE YOUR BILLS"

EXTENDER #2: "BIG TIME OPERATOR"

page two

YOU: "And _____ works with you to develop a
payment schedule you can live with."

VOICE 2: "Well, Phillip?"

VOICE 1: "Will they loan money for real estate investments?"

VOICE 2: "That does it! Mr...What's your name?"

YOU: "Carlisle."

VOICE 2: "Mr. Carlisle and I are going to get a Caribbean vacation
loan from..."

YOU: "_____."

VOICE 2: "Yes. What'd you have to say now?"

VOICE 1: "Suture."

VOICE 2: "Oh...Suit yourself."

MUSIC: VOCAL CLOSE

MASTERPLAN

CAMPAIGNS

"OUR MONEY CAN CURE YOUR BILLS"

EXTENDER #3: "MOST VALUABLE PAYER"

For customized sample, see;

DISC 47, SIDE 1, CUT 7

:60 SCRIPT - Requires: Male or Female

FX: DOOR OPEN AND CLOSE

MUSIC: BACKGROUND

YOU: *"Well, hello there, young man...What's your name?"*

VOICE 1: *"Jimmy Anderson."*

YOU: *"Well, Jimmy, I'm very pleased to meet you. Now tell me, what can _____ do to help you?"*

VOICE 1: *"Can you borrow me some money?"*

YOU: *"That's one of the many things we do."*

VOICE 1: *"I know. Whenever dad needs some, he always comes here. He says you're nice."*

YOU: *"Well, we certainly try to be. Now tell me, what kind of loan do you need?"*

VOICE 1: *"What kinds do you got?"*

YOU: *"Oh, well we have auto loans..."*

VOICE 1: *"But I can't drive..."*

YOU: *"...And we have bill consolidation loans..."*

VOICE 1: *"I can't even say that..."*

YOU: *"...Well, how about a home improvement loan?"*

VOICE 1: *"That's what I want..."*

YOU: *"Jimmy, maybe you should have your dad come in here to _____ to get the home improvement loan for your house."*

(CON'T)



CAMPAIGNS

"OUR MONEY CAN CURE YOUR BILLS"

EXTENDER #3: "MOST VALUABLE PAYER"

page two

VOICE 1: "Oh, it's not for our house."

YOU: "It's not? Well, who's house is it for?"

VOICE 1: "Mr. Webster's!"

YOU: "Mr. Webster?"

VOICE 1: "Yeah. See, me and Tommy was playin' catch yesterday, and I missed...and...the ball went through his window and I just gotta get ten dollars to fix it!"

YOU: "Well, I think _____ can work something out for you."

VOICE 1: "You can? Gee thanks!"

FX: DOOR CLOSE

VOICE 1: "I guess you've gotta start sometime."

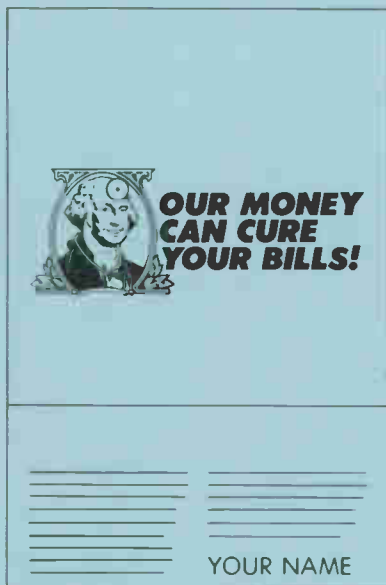
USE OF ARTWORK FOR THE "OUR MONEY CAN CURE YOUR BILLS!" CAMPAIGN

The "slick proofs" ("slicks") enclosed for "Our Money Can Cure Your Bills!" represent "camera-ready" art. They are ready for use in reproducing printed materials.

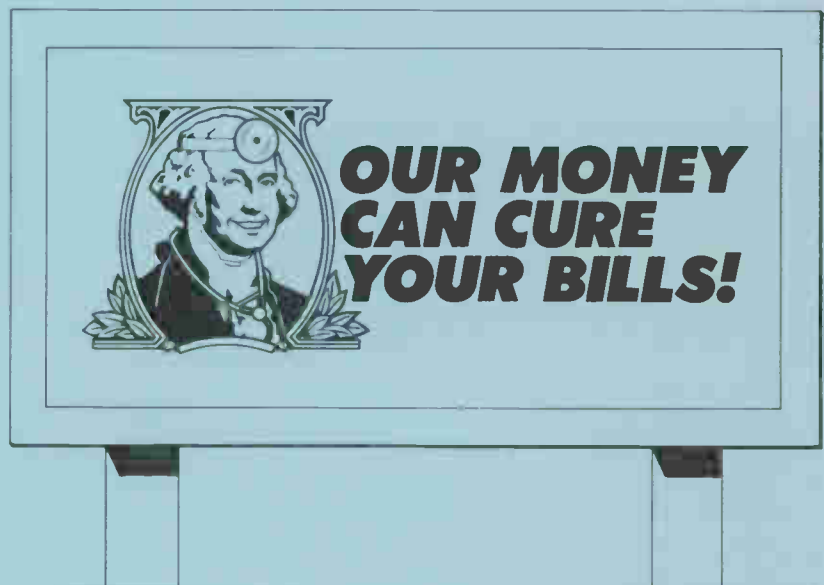
While various sizes are provided, any one of the elements may be reduced or enlarged photographically to the precise size required.

And, though they are provided in black, a printer may reproduce the element in whatever color is specified.

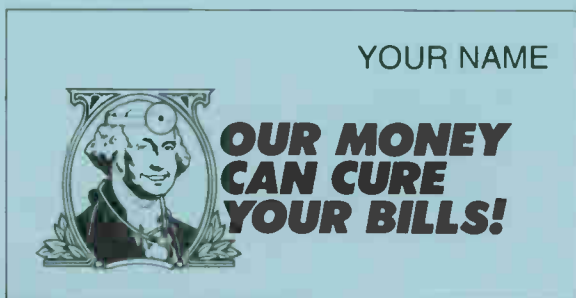
Suggested layouts using the "Our Money Can Cure Your Bills!" graphics follow:



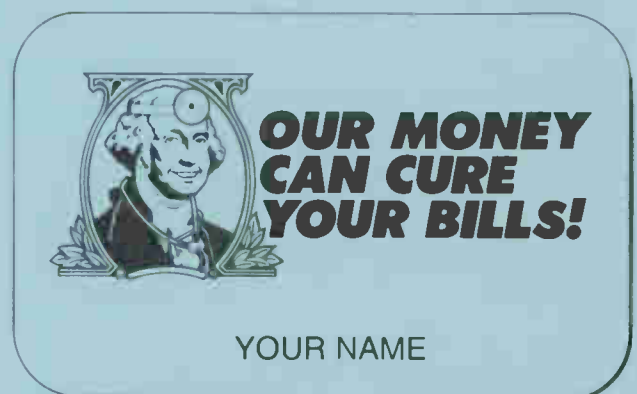
1. In a newspaper ad.



2. On a billboard.



3. On window banners.



4. As a TV super.



**OUR MONEY
CAN CURE
YOUR BILLS!**



**OUR MONEY
CAN CURE
YOUR BILLS!**



**OUR MONEY
CAN CURE
YOUR BILLS!**



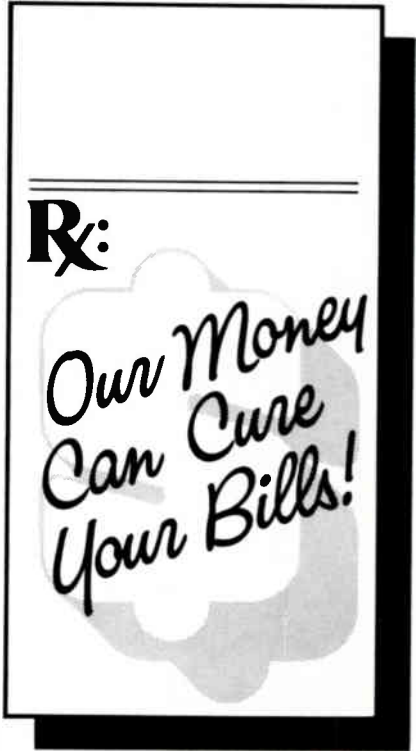
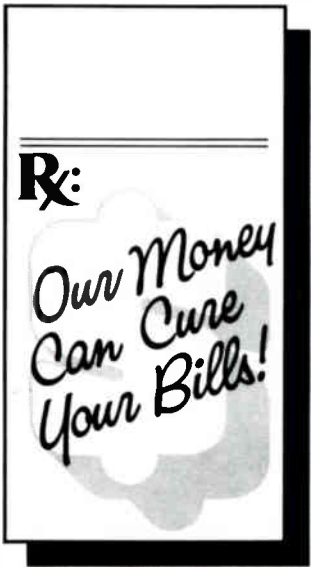
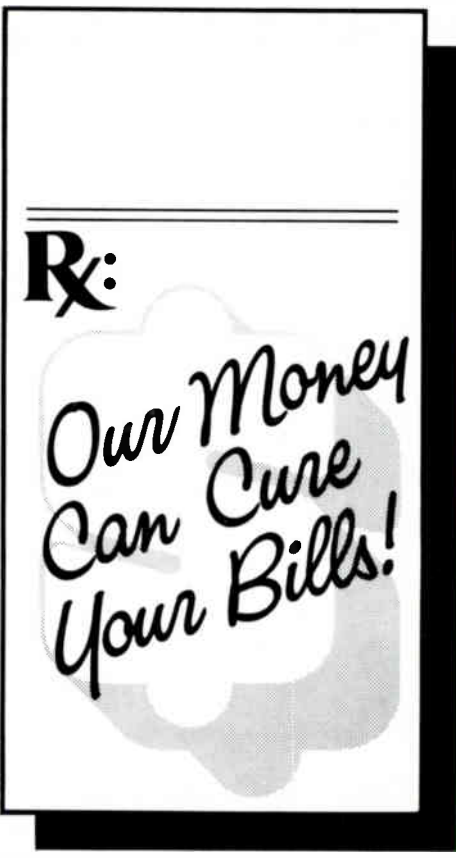
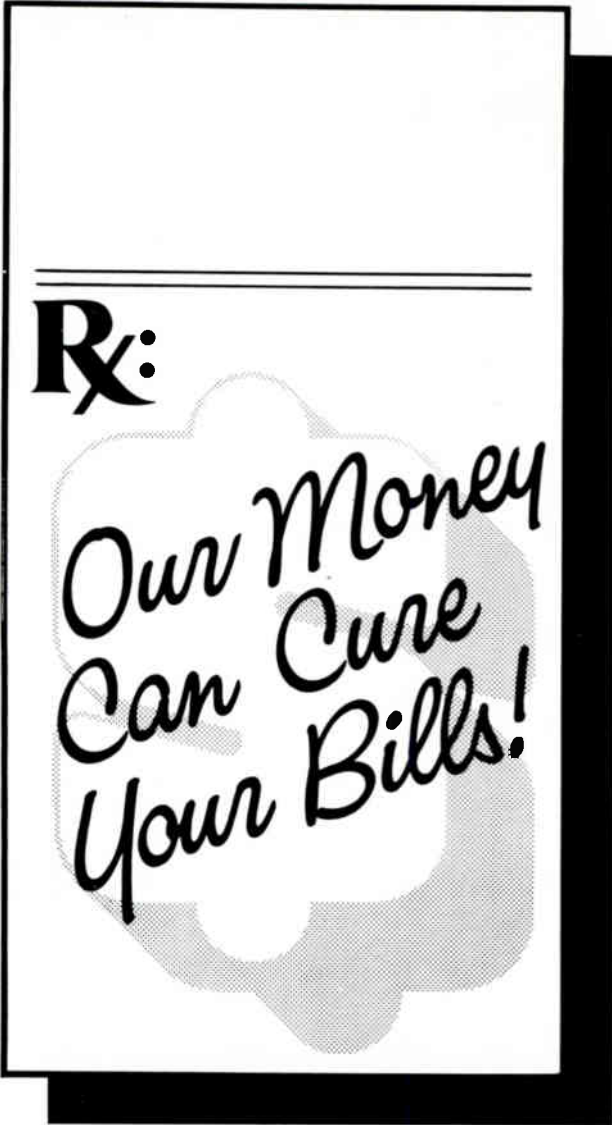
**OUR MONEY
CAN CURE
YOUR BILLS!**

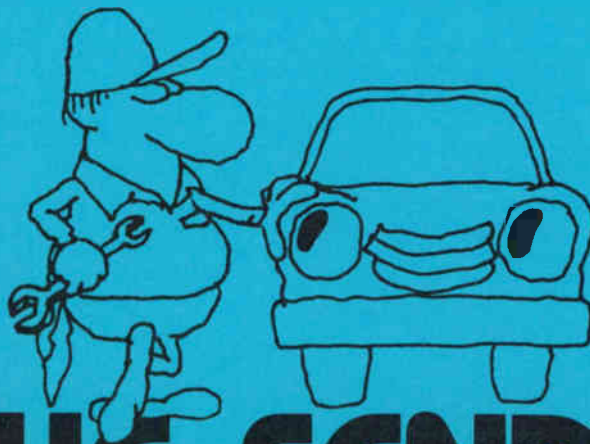


**OUR MONEY
CAN CURE
YOUR BILLS!**



**OUR MONEY
CAN CURE
YOUR BILLS!**





THE FENDER BENDER MENDER

A NEW WAVE VISUAL

Auto Repair Shop Campaign



CAMPAIGNS

OBJECTIVE

The screech of tires, quickly followed by the crunch of crumpling metal... they're the only sounds more dreaded by a driver than a police siren. With an average of 63,288 car crashes every day, it's a realistic fear many drivers face all too often. Defensive driving courses may lower the chances of being involved in a car accident, but some just can't be avoided. This leaves the unwary motorist in a quandary about what to do next. That's where you come in.

In order to stand out among the mass of companies offering the services to fix their ailing automobiles, you need an advertising image that distinguishes you from the rest. "The Fender Bender Mender" campaign creates just the right image to establish you as the best remedy for their misfortune.

STRATEGY AND EXECUTION

Each year one out of every eight new cars is damaged enough to cause the owner to file a collision insurance claim, and that bill comes to around \$790 for each accident. These are your potential customers and they need to know where to find you and the services you offer. This is the reason you advertise and to get the most out of your advertising dollar, you need to follow a well thought out advertising strategy. Using both broadcast and print mediums that utilize the same theme is the best way to achieve a solid advertising campaign. "The Fender Bender Mender" campaign provides you with all the materials you need to accomplish this successfully.

The basis of this campaign is the image song, "The Fender Bender Mender." Music has proven to be the best tool advertising has at its disposal. It bypasses the listener's conscious resistance and brings you message directly to the sub-conscious. Combine this with radio's unique quality of intimacy with its listeners and you have the most effective form of advertising.

To introduce your new image of "The Fender Bender Mender," begin with a saturation schedule of your campaign song. This will firmly establish your image and create a link between you and this image. It's best to have the campaign song customized with your company's name to make the campaign more personal.

MASTERPLAN

"THE FENDER BENDER MENDER"
PAGE TWO

CAMPAIGNS

Once your image as "The Fender Bender Mender" has been accepted by the listener, you can broaden the scope of your broadcast campaign to emphasize the aspects of your business you wish to highlight. The campaign extenders included in your campaign materials are ideal for this phase of your advertising.

Consistency of theme throughout your advertising is essential. If you use one theme in your radio commercials and another in your print ads, your potential customers can become confused and your advertising dollar is wasted. To assist you in this, supportive art work, maintaining the theme, "The Fender Bender Mender," has been included in your campaign materials. The unusual "band-aid" design logo is well suited for newspaper ads, direct-mail fliers, or bumper stickers.

SUMMARY:

To summarize the basic aspects of "The Fender Bender Mender" campaign, here are the most important factors:

- * There is an average of 63,288 car accidents every day. The motorist needs to know where he can get help.
- * The campaign song establishes your image as the "The Fender Bender Mender" and creates an immediate association between you and the image. This is best achieved by having the image song customized with your name.
- * Extender spots are included to enable you to expand your campaign and highlight the aspects of your business you wish to emphasize.
- * Art work is included to aid you in keeping your advertising theme consistent therefore making your advertising dollar work harder.

MASTERPLAN

CAMPAIGNS

THE FENDER BENDER MENDER"

(A-6238 - bouncy MOR)

Demonstrated For: Body Repair Shop

Customized Line: "ACME BODY SHOP"

LINE:

1. "When you run into trouble,
2. Run into us.
3. For quality repair work done by people you can trust.
4. We do more to fix your car so you come out on top.
5. We're the fender bender menders,
6. *We're the fender bender mender body shop.*
7. Better than ever, it's a difference you can see.
8. Runnin' strong and lookin' right,
9. Makin' cars all they can be.
10. We've got the know how,
11. And experience that just won't stop.
12. We're the fender bender menders.
13. *We're the fender bender mender body shop."*

CUT

1. :60 - CAMPAIGN SONG - Customized for demonstration purposes
2. :60 - Generic version - Full vocal
3. :60 - EXTENDER SPOT #1 - "RUN IN"
4. :60 - Generic version
5. :60 - EXTENDER SPOT #2 - "FENDER BENDER MENDER"
6. :60 - Generic version
7. :60 - EXTENDER SPOT #3 - "ACCIDENTAL MEETING"
8. :60 - Generic version

CAMPAIGN SONG - additional versions

9. :60 - :00 intro/:06 vocal/:24 bed/:30 vocal close
10. :60 - :00 intro/:06 vocal/:45 bed/:09 vocal close
11. :60 - :51 bed/:09 vocal close
12. :30 - Full vocal
13. :30 - :00 intro/:06 vocal/:16 bed/:08 vocal close
14. :30 - :22 bed/:08 vocal close
15. :11 - Full vocal
16. :60 - instrumental
17. :30 - instrumental
18. :11 - instrumental

LINES:

- (1-2) (7-13)
 (1-2) (12-13)
 (12-13)
 (1-6)
 (1-2) (5-6)
 (5-6)
 (5-6)



CAMPAIGNS

"THE FENDER BENDER MENDER"

EXTENDER #1: "RUN IN"

For customized sample, see;
DISC 47, SIDE 2, CUT 3

:60 SCRIPT - Requires : Male or Female

MUSIC: "THE FENDER BENDER MENDER" INSTRUMENTAL

FX: FRONT DOOR OPEN/PLACE GROCERY BAGS ON TABLE

VOICE 1: "Honey, you'll never guess who I ran into in
the supermarket parking lot."

VOICE 2: "Who?"

VOICE 1: "Howard Benkelman."

VOICE 2: "Who?"

VOICE 1: "Howard Benkelman."

FX: FOLDS NEWSPAPER AND PUTS IT DOWN

VOICE 2: "Who is Howard Benkelman?"

VOICE 1: "I told you. He's the man I ran into in the
supermarket parking lot."

VOICE 2: "You ran into Howard Benkelman?"

VOICE 1: "Actually, I ran into his car."

VOICE 2: "His car."

VOICE 1: "Right. But don't worry, our car looks much worse."

VOICE 2: "Our car...looks..."

FX: PICKS UP YELLOW PAGES AND BEGINS FLIPPING THROUGH

VOICE 1: "Who are you looking for in the Yellow Pages?"

VOICE 2: "The Fender Bender Mender."

VOICE 1: "Do we know him?"

VOICE 2: "We will...we will."



CAMPAIGNS

"THE FENDER BENDER MENDER"

EXTENDER #1: "RUN IN"

page two

YOU:

"You never know how you might run into...in the supermarket parking lot, out on the highway, where ever...But you should know who to call when you do run into someone..._____, The Fender Bender Mender. Nobody knows car repairs better. All makes. All models. All made as good as new. And always reasonably priced. And in today's world, that makes _____ worth knowing. _____. The Fender Bender Mender."



CAMPAIGNS

"THE FENDER BENDER MENDER"

EXTENDER #2: "FENDER BENDER MENDER"

For customized sample, see:

DISC 46, SIDE 2, CUT 5

:60 SCRIPT - Requires: Male or Female

MUSIC: "THE FENDER BENDER MENDER" INSTRUMENTAL

YOU: "What comes to mind when I say ' _____ ?'"

VOICE 1: "The Fender Bender Mender."

YOU: "Good. How 'bout you? What do you think of when I say ' _____ ?'"

VOICE 2: "I know...That's the...uh...Bender Fender...
No, wait...The Mender of Bent...I'll get it..."

VOICE 3: "Accident."

YOU: "You think of _____ by accident?"

VOICE 3: "No, for accidents. It's the place to go when you have an accident, right?"

YOU: "Uh...Yes...Well, _____ isn't just for accidents. More and more people are turning to _____ for professional paint jobs and car and van customizations."

VOICE 2: "The Bender Mender...Fen...Ben...It's right on the tip of my tongue."

YOU: "As I was saying, _____ is for more than accidents. People are keeping their cars longer, and _____ can help you keep yours looking showroom new longer."



CAMPAIGNS

"THE FENDER BENDER MENDER"

EXTENDER #2: "FENDER BENDER MENDER"

page two

VOICE 2: "Fender...Bender...uh...Fender...Bender..."

VOICE 4: "The Fender Bender Fender."

VOICE 2: "That's them!"

YOU: "That's _____."

LYRICS: UP AND OUT

MASTERPLAN

CAMPAIGNS

"THE FENDER BENDER MENDER"

EXTENDER #3: "ACCIDENTAL MEETING"

For customized sample, see:
DISC 47, SIDE 2, CUT 7

:60 SCRIPT - Requires: Male

LYRICS: UP AND OUT

YOU: "You know, you can meet some pretty nice people
by accident."

VOICE 1: "I've heard that said."

YOU: "Guess you were lucky to run into me."

VOICE 1: "You ran into me."

YOU: "I ran into you?"

VOICE 1: "My car, actually."

YOU: "Well, I did introduce you to _____,
the Fender Bender Mender."

VOICE 1: "How lucky can a girl get?"

YOU: "Right."

VOICE 1: "Course it wouldn't have ever happened if you hadn't
been watching that blonde in the sports car."

YOU: "Uh...Yes...Well, you must admit that _____
_____ did a terrific job fixing your car."

VOICE 1: "Very nice."

YOU: "Very nice?! It's probably never looked so good."

VOICE 1: "Probably."

YOU: "So you'll have to admit that you were pretty
lucky to run into..."

MASTERPLAN

CAMPAIGNS

"THE FENDER BENDER MENDER"

EXTENDER #3: "ACCIDENTAL MEETING"

page two

VOICE 1: "No, you ran into me."

YOU: *"That we met by accident, and I introduced you
to _____, the Fender Bender Mender."*

FX: BABY CRYING

VOICE 1: "Okay, I'll admit it, if you change Herbie."

YOU: *"Uh...Yeah...I'll...change Herbie."*

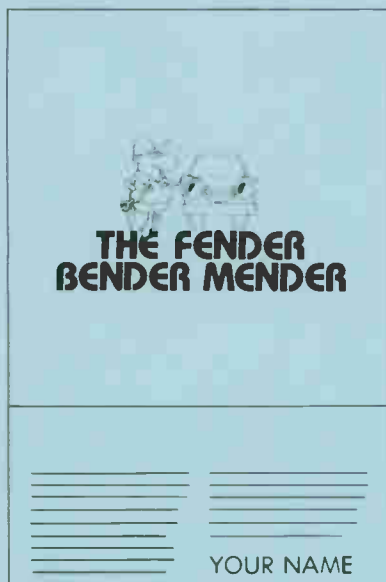
FX: MAN GETS UP AND LEAVES

VOICE 1: "You know...I really am lucky...He even does
the dishes...Sometimes."

LYRICS: UP AND OUT



CAMPAIGN ARTWORK SUGGESTED USES



1. In a newspaper ad.



2. On a billboard.



3. On window banners.



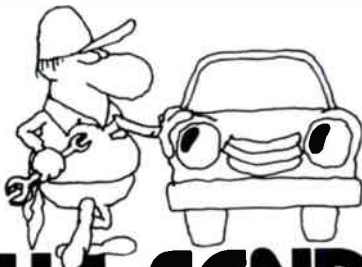
4. As a TV super.

The above suggestions are only a few of the many possible layouts and applications for this campaign logo.

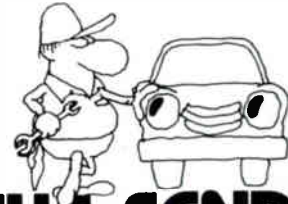
The following page provides "Camera-ready art" for use by a printer in reproducing the campaign logo. Any of the logos provided may be reduced or enlarged photographically, and reproduced in any color or colors desired.



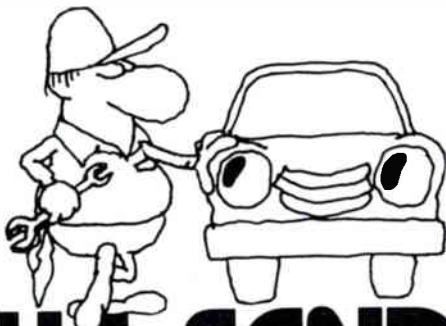
THE FENDER BENDER MENDER



**THE FENDER
BENDER MENDER**



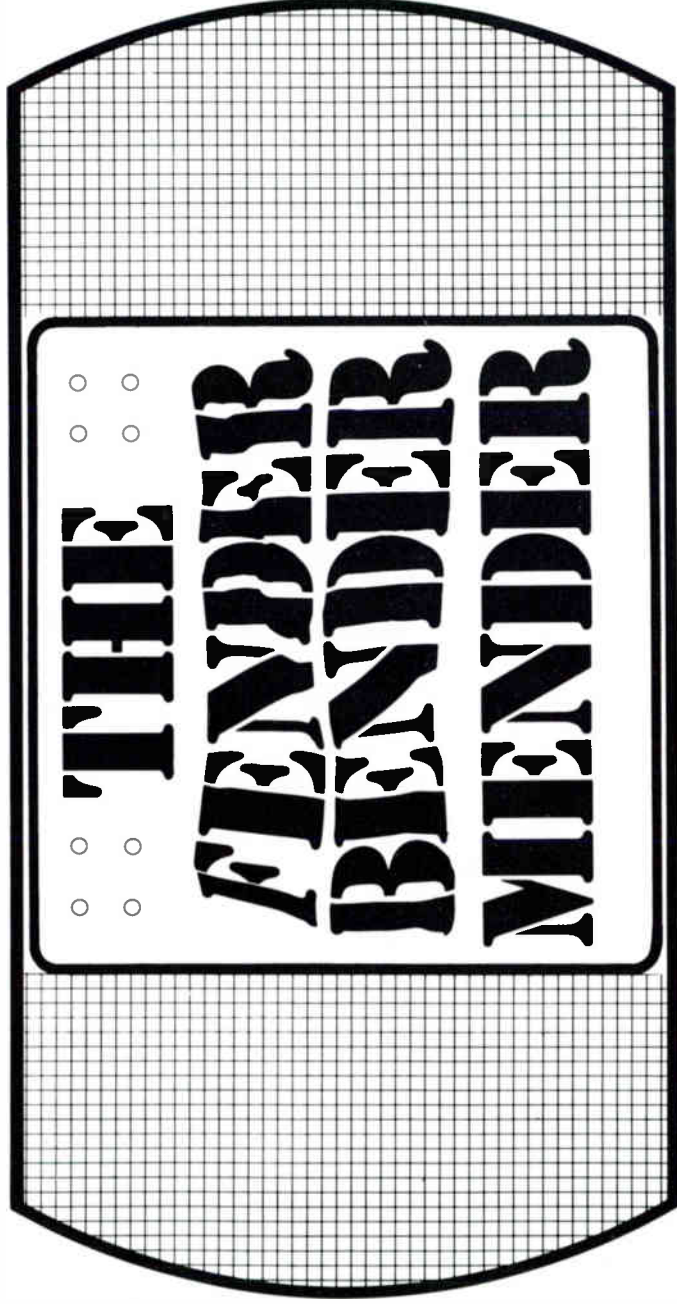
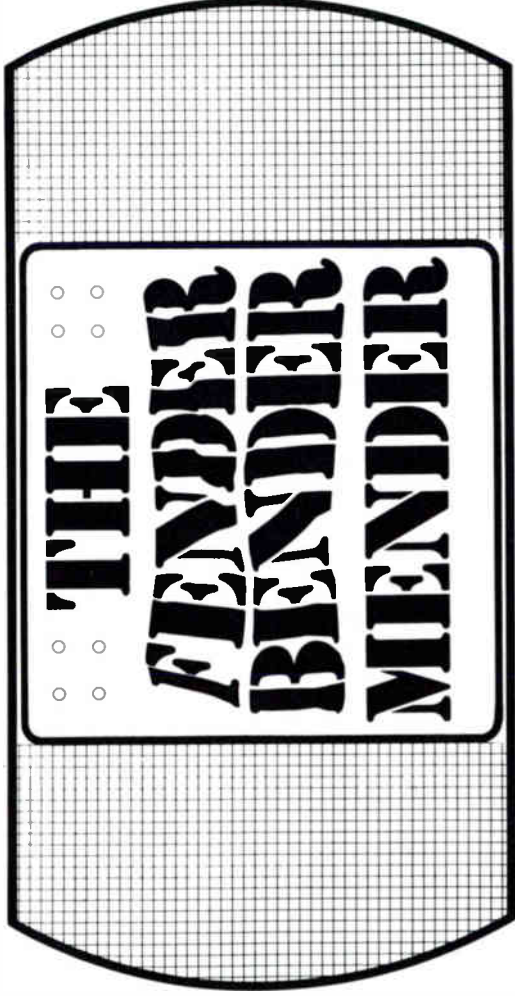
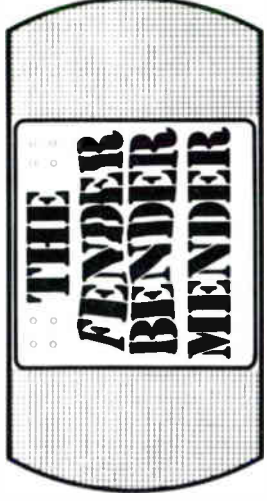
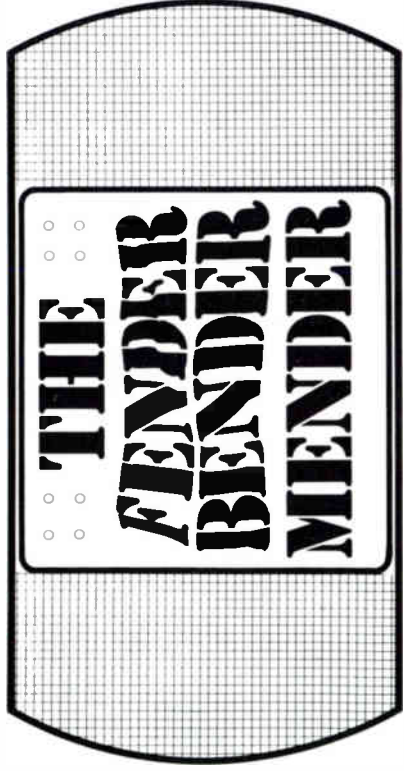
**THE FENDER
BENDER MENDER**



**THE FENDER
BENDER MENDER**



**THE FENDER
BENDER MENDER**





OUR
difference
means
a great
deal!

A NEW WAVE VISUAL

auto dealer
campaign



"OUR DIFFERENCE MEANS A GREAT DEAL"

CAMPAIGNS

OBJECTIVE

Karl Benz of Germany invented a three wheel automobile in 1885. He made only two of them that year, but one of them is still in running order in the Deutsches Museum in Munich. The automobile industry has made quite a few advances since then, and marketing them has changed, too.

A car is now a necessity of daily life, but more than that, to many, a car is a personal statement. Approximately 12% of all new cars are traded-in after one year; 14% are traded after two years.

Car dealerships abound and you need an advertising campaign that says more than just "Here we are!" You need a flexible image, one that will grow with you, changing as you change the emphasis on each aspect of your business in your advertising. "Our Difference Means A Great Deal" is such an image campaign.

STRATEGY

"Our Difference Means a Great Deal" says everything you want an image to say... great deals on new and used cars, good trade-in deals, and service. It covers any and all aspects of your dealership.

The image song firmly establishes you as the place where "Our Difference Means a Great Deal." This double entendre expands the feeling of the image and lends itself to an even more personal relationship with you customers. To lengthen your advertising campaign, extender spots using this image are included, as is camera-ready art work to use in your print advertising.

EXECUTION

It's best to begin your new advertising campaign with a concentrated schedule of your image song, "Our Difference Means a Great Deal." Running the image song without long tag lines or specials helps to establish your image with the listener more quickly. For this reason, it's suggested that you have your image song personalized with your company's name.



"OUR DIFFERENCE MEANS A GREAT DEAL"
PAGE TWO

CAMPAIGNS

Once you've become well associated with your new image, it's time to expand your advertising to emphasize the various aspects of your business you want to highlight. The commercial extenders are ideal for this and help keep your campaign as flexible as you need it to be.

Every comprehensive advertising campaign uses the same theme throughout all the media. The camera-ready art work provided in your campaign materials helps you to retain the theme of "Our Difference Means A Great Deal" in your print ads.

SUMMARY

Here are the most important factors involved in your new image campaign, "Our Difference Means A Great Deal:"

- * You need a flexible image to service all your needs. "Our Difference Means A Great Deal" provides you with the right theme for your dealership.
- * The campaign song creates an immediate association between you and your image.
- * Campaign extenders lengthen the life of your campaign and highlights those aspects of your business you want to emphasize.
- * Camera-ready art work is supplied to assist you in maintaining theme consistency through out all your advertising.

MASTERPLAN

CAMPAIGNS

"OUR DIFFERENCE MEANS A GREAT DEAL"

(A-5081A - uptempo, bouncy)

Demonstrated for: Car Dealership

Customized Line: "At Riverside Ford"

LINE:

1. *"(The difference is real,)*
2. *(Difference is real,)*
3. *(Difference is real.)*
4. You've heard all the claims,
5. And by now, they're soundin' the same,
6. But you're gonna see the greatest deal there could be.
7. We'll treat you differently.
8. *(The difference is real,)*
9. Our difference means a great deal.
10. We're hearin' a different beat,
11. Take a different street, sing a different song,
12. You'll be singin' along.
13. Come see what's waiting for you,
14. Deals you'll wanna grab onto.
15. We'll treat you differently,
16. *(The difference is real,)*
17. Our difference means a great deal."

CUT:

1. :59 - CAMPAIGN SONG - Customized for demonstration purposes
2. :59 - Generic version - Full vocal
3. :60 - EXTENDER SPOT #1 - "HONEST INJUN"
4. :59 - Generic version
5. :59 - EXTENDER SPOT #2 - "FRIENDLY PERSUASION?"
6. :60 - Generic version
7. :59 - EXTENDER SPOT #3 - "A DIFFERENCE YOU CAN SEE"
8. :59 - Generic version

CAMPAIGN SONGS - additional versions

9. :59 - :02 intro/:06 vocal/:22 bed/:29 vocal close
10. :59 - :02 intro/:06 vocal/:42 bed/:09 vocal close
11. :59 - :50 bed/:09 vocal close
12. :29 - Full vocal
13. :29 - :02 intro/:06 vocal/:15 bed/:06 vocal close
14. :29 - :23 bed/:06 vocal close
15. :09 - Full vocal
16. :59 - instrumental
17. :29 - instrumental
18. :09 - instrumental

LINES:

- (1-3)(10-17)
 (1-3)(15-17)
 (15-17)
 (1-9)
 (1-3)(8-9)
 (8-9)
 (7-9)

MASTERPLAN

CAMPAIGNS

"OUR DIFFERENCE MEANS A GREAT DEAL"

EXTENDER #1: "HONEST INJUN"

For customized sample, see:
DISC 48, SIDE 1, CUT 3

:60 SCRIPT - Requires: Male

VOCAL OPEN

YOU: *"Let me see if I've got this right. I give you twenty-four dollars worth of beads and trinkets, and you give me the island of Manhattan."*

VOICE: *"Ugh, that right."*

YOU: *"I don't know."*

VOICE: *"Uh, me throw in Bronx and Staten Island, too."*

YOU: *"And the zoo?"*

VOICE: *"Zoo?"*

YOU: *"Nevermind. I think I'll take what I've got and go to _____."*

VOICE: *"Ugh, you want'um car?"*

YOU: *"Not just any car. A _____. There's more to their difference than prices. They also offer great service for all makes and models."*

VOICE: *"Ugh, sound like heap big deal."*

YOU: *"_____ 's difference means a great deal."*

VOICE: *"Too bad. Maybe one day, they make car named after chief."*

YOU: *"Oh, Pontiac?"*

VOICE: *"No, Rain-In-Face."*

YOU: *"Really?"*

(Cont'd)



CAMPAIGNS

"OUR DIFFERENCE MEANS A GREAT DEAL"

EXTENDER #1: "HONEST INJUN"

page 2

VOICE: "Honest Injun."

YOU: *"With a name like that it'll take more than a good engine."*

VOCAL: UP AND OUT

VOICE: "Ugh."

MASTERPLAN

CAMPAIGNS

"OUR DIFFERENCE MEANS A GREAT DEAL"

EXTENDER #2: "FRIENDLY PERSUASION?"

For customized sample, see:
DISC 48, SIDE 1, CUT 5

:59 SCRIPT - Requires: Female

VOCAL OPEN

VOICE: "Big deal."

YOU: "No, great deal."

VOICE: "Big deal, great deal...What's the difference?"

YOU: "Have you been to _____?"

VOICE: "Why bother?"

YOU: "Listen, _____ is this area's largest
_____ dealer...They sell more _____ than
anyone. That means they buy volume, and that means
volume discounts they can pass along to you. And
that's the difference that means a great deal."

VOICE: "There's more to car buying than saving money."

YOU: "Sure there is...And that's why _____
offers you more...A professionally staffed service
department...longer service hours...a well-stocked
parts department..."

VOICE: "And big deals."

YOU: "Great deals. _____ difference means
a great deal."

VOICE: "Okay-okay, you've convinced me. Now will you let me
out of the head-lock?"

VOCAL: UP AND OUT

MASTERPLAN

CAMPAIGNS

"OUR DIFFERENCE MEANS A GREAT DEAL"

EXTENDER #3: "A DIFFERENCE YOU CAN SEE"

For customized sample, see:
DISC 48, SIDE 1, CUT 7

:59 SCRIPT - Requires: Male

VOCAL OPEN

YOU: "Okay, show me the difference."

VOICE: "I beg your pardon?"

YOU: "You guys here at _____ are always saying your difference means a great deal, so show me."

VOICE: "Well you see, that means..."

YOU: "I'll tell you what I see...I see that your _____ have got four wheels, just like everybody else's, right?"

VOICE: "Yes, but..."

YOU: "Two bumpers...Windshield wipers...A steering wheel..."

VOICE: "Right. See, we say..."

YOU: "I see it all. _____ are _____. I can't see any difference between a _____ from _____ and one from any other _____ dealer... Comprende?"

VOICE: "Perhaps you'd better look at one of our price tags."

YOU: "Okay...Let's see...Wait a minute...You mean to tell me _____ really sells _____ for this?"

VOICE: "That's right."

YOU: "Tell me...Do a lot of people know you're selling _____ for so much less than everybody else?"

(Cont'd)

MASTERPLAN

CAMPAIGNS

"OUR DIFFERENCE MEANS A GREAT DEAL"

EXTENDER #3: "A DIFFERENCE YOU CAN SEE"

page 2

VOICE: "Oh, they will...They will."

YOU: (SHOUTING) "Hey, you over there...Have you seen
what _____'s selling their cars for...
Their difference really does mean a great deal."

VOCAL: UP AND OUT

USE OF ARTWORK FOR THE "OUR DIFFERENCE MEANS A GREAT DEAL" CAMPAIGN

The "slick proofs" ("slicks") enclosed for "OUR DIFFERENCE MEANS A GREAT DEAL" represent "camera-ready" art. They are ready for use in reproducing printed materials.

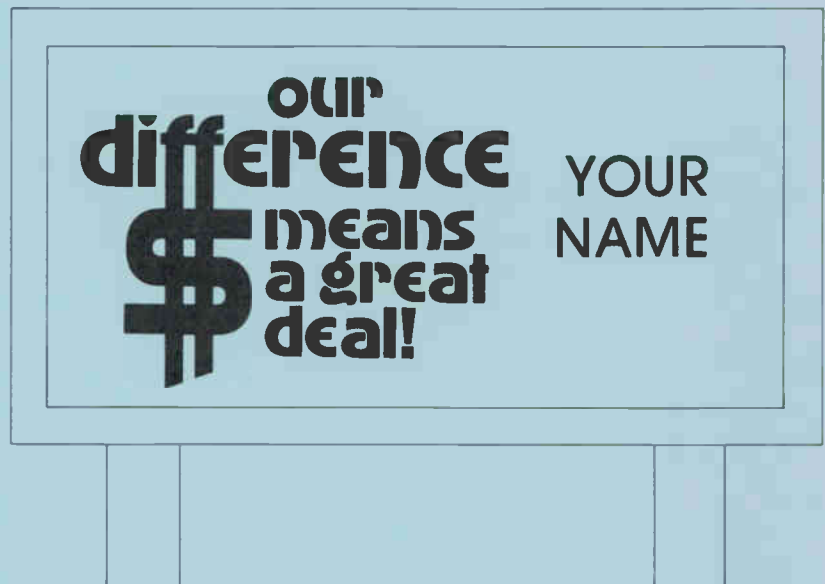
While various sizes are provided, any one of the elements may be reduced or enlarged photographically to the precise size required.

And, though they are provided in black, a printer may reproduce the element in whatever color is specified.

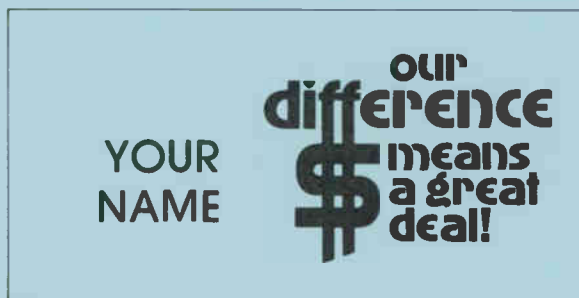
Suggested layouts using the "OUR DIFFERENCE MEANS A GREAT DEAL" graphics follow:



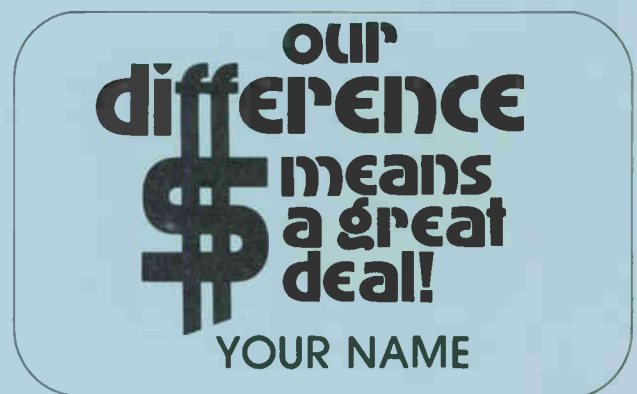
1. In a newspaper ad.



2. On a billboard.



3. On window banners.



4. As a TV super.

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MASTERPLAN



A NEW WAVE VISUAL

Department store campaign

MASTERPLAN

CAMPAIGNS

"HELLO, GOOD BUYS"

OBJECTIVE

Thousands of men raced to the Yukon Territory of Canada in 1898, hoping to strike it rich in the gold fields. Others found riches in selling food to the hapless miners. Milk went for \$16 a gallon; eggs were \$3 a dozen and butter sold for \$3 a pound. Not a very good buy, but supply was limited and there were plenty of buyers. At the same time further south in San Francisco, an entire meal would have cost them only 25¢.

Price gouging doesn't work anymore. There's plenty of competition and today's consumers are more sophisticated than those of the turn of the century. They're looking for the best price available, but price isn't the only factor. Quality is also essential, as is a wide selection of merchandise. Price. Quality. Selection. The three major reasons a customer chooses to patronize a store. You need an advertising image that lets your potential customers know you have all three. "Hello, Good Buys" creates this image for you.

STRATEGY AND EXECUTION

People spend more time at shopping malls than they spend anywhere else, other than their homes or jobs. To attract these people to your store, you need an advertising image that not only lets them know you have what they need, but that you make shopping a pleasant experience. The cheery tone of the image song, "Hello, Good Buys," sets the mood for this lively campaign, and tells them they're saying "hello" to savings when they shop your store. Music is the most effective way there is to advertise. It works on the emotions and is able to circumvent the conscious sales resistance of a listener. Music is also remembered longer than mere words.

When you begin your new advertising campaign, start by running the image song, "Hello, Good Buys," alone. At this stage, you are establishing your image in the mind of the listener. Until that image has been firmly implanted, excess information tacked on to the song will distract the listener and delay the impact of your new image. It's recommended that you have the image song customized with your store's name to make the campaign more personalized.

Later on you can expand your advertising by using the



"HELLO, GOOD BUYS"
PAGE TWO

CAMPAIGNS

campaign extenders included in the "Hello, Good Buys" campaign materials. These spots enable you to emphasize the aspects of your business you want to highlight.

A good advertising campaign keeps a consistent theme throughout all of its advertising, both print and broadcast. To enable you to do this, we have included camera-ready art work for you to use in all your print ads.

SUMMARY

The following is a summary of the basic concept of your new image campaign, "Hello, Good Buys":

- * Price, quality, selection: the three reasons shoppers patronize a store. "Hello, Good Buys" transmits the fact that they can find all three in your store in a cheery, up-beat manner.
- * The image song formulates a immediate association between you and your song.
- * To lengthen the life of your campaign, extender spots are included to let you emphasize the areas of your business you feel should be stressed.
- * Camera-ready art work lets you coordinate your advertising, allowing you to retain the same theme throughout all your advertising.



CAMPAIGNS

"HELLO, GOOD BUYS"

(A-5075A - uptempo, rock)

Demonstrated for: Department Store

Customized Line: "Monick's Department Store"

LINE:

1. "Look around, you can look all around,
2. But they're always hard to find.
3. Look around, look all around,
4. You'll wish someone could read your mind.
5. To know exactly what you like,
6. And what you wanna say.
7. Well, there's a name for that,
8. It's called a 'good buy',
9. And there's one place you gotta try,
10. Hello, good buys, (*Hello, good buys, hello!*)
11. Hello, good buys, hello good buys.
12. What a welcome sight,
13. A bright spot just came into your life.
14. Hello, good buys,
15. Hello, good buys,
16. We knew what you were waitin' for,
17. Say hello, good buys, (*Hello, good buys!*)"

CUT:

1. :60 - CAMPAIGN SONG - Customized for demonstration purposes
2. :60 - Generic version - Full vocal
3. :60 - EXTENDER SPOT #1 - "DOUBLE-TALK"
4. :60 - Generic version
5. :60 - EXTENDER SPOT #2 - "HELLO, WE MUST BE GOING"
6. :60 - Generic version
7. :61 - EXTENDER SPOT #3 - "GOOD-BYE, CRUEL WORLD"
8. :61 - Generic version

CAMPAIGN SONGS - additional versions

9. :60 - :02 intro/:06 vocal/:25 bed/:27 vocal close
10. :60 - :02 intro/:06 vocal/:40 bed/:12 vocal close
11. :60 - :48 bed/:12 vocal close
12. :32 - Full vocal
13. :32 - :02 intro/:06 vocal/:19 bed/:05 vocal close
14. :32 - :27 bed/:05 vocal close
15. :09 - Full vocal
16. :60 - instrumental
17. :32 - instrumental
18. :09 - instrumental

LINES:

- (1-2)(11-17)
 (1-2)(15-17)
 (15-17)
 (1-10)
 (1-2)(10)
 (10)
 (11)

MASTERPLAN

CAMPAIGNS

"HELLO, GOOD BUYS"

EXTENDER #1: "DOUBLE-TALK"

For customized sample, see:
DISC 48, SIDE 2, CUT 3

:60 SCRIPT - Requires: Male or Female

VOCAL OPEN

VOICE: "Sounds like a lot of double-talk to me."

YOU: "What's that?"

VOICE: "Hello, good buys."

YOU: "Uh, not at all."

VOICE: "Oh, I suppose you can tell me what it means."

YOU: "It means that when you say hello to _____,
you're saying hello to the best possible savings."

VOICE: "The best possible savings."

YOU: "At some places you can save a little on brand names
nobody's ever heard of, right?"

VOICE: "I guess so...Yeah."

YOU: "Well, at _____, you save more on brand
name merchandise for your family and home. It's that
simple."

VOICE: "So it's not really double-talk."

YOU: "Nah...When you say hello to _____,
you're saying hello to good buys. If you want an
example of double-talk, just listen to a politician."

VOICE: "Sometimes I listen to their every word and don't
hear a thing."

YOU: "Exactly."

VOCAL: UP AND OUT

MASTERPLAN

CAMPAIGNS

"HELLO, GOOD BUYS"

EXTENDER #2: "HELLO, WE MUST BE GOING"

For customized sample, see:
DISC 48, SIDE 2, CUT 5

:60 SCRIPT - Requires: Female

VOCAL OPEN

YOU: "Hello, Good buys."

VOICE: "Are you coming or going?"

YOU: "Are you feeling all right?"

VOICE: "Well...Sometimes my fingers don't feel so well."

YOU: "Oh, what do you do then?"

VOICE: "I use my toes...It's an equal number, but we digress...Uh, what did you mean when you said 'Hello, Good Buys?'"

YOU: "I was just thinking of the sale going on now at _____."

VOICE: "How thoughtful of you...And that makes you say, 'Hello, Good Buys?'"

YOU: "Of course. There are so many good buys there everyday, but when _____'s has a sale like this one, you can really save on clothes, and things for your home, and..."

VOICE: "Well...I get the picture."

YOU: "Picture."

VOICE: "It's a figure of speech, my dear."

YOU: "Oh."

(Cont'd)

MASTERPLAN

CAMPAIGNS

"HELLO, GOOD BUYS"

EXTENDER #2: "HELLO, WE MUST BE GOING"

page 2

VOICE: "There are other types of figures, but we'll
discuss that later...And I certainly hope so."

YOU: "After we shop the big sale at _____?"

VOICE: "Why not? Now say goodbye."

YOU: "Hello, Good buys."

VOICE: "That's close enough...And not bad for a first try."

VOCAL: UP AND OUT

MASTERPLAN

CAMPAIGNS

"HELLO, GOOD BUYS"

EXTENDER #3: "GOOD-BYE, CRUEL WORLD"

For customized sample, see:
DISC 48, SIDE 2, CUT 7

:61 SCRIPT - Requires: Male

VOCAL OPEN

YOU: (SHOUTING) "Don't jump!"

VOICE: (STARTLED REACTION) "Ooo...You startled me."

YOU: "Whatever it is, we can work it out."

VOICE: "Whatever what is...?"

YOU: "Don't talk about it...Don't even think about it."

VOICE: "What?"

YOU: "I know what...Think of _____'s big
end of the month sale."

VOICE: "What?"

YOU: "It's going on right now at _____."

VOICE: "It is?"

YOU: "Yes...Come in today and say hello to some really
good buys in every department."

VOICE: "I don't know."

YOU: "You wouldn't want to miss the kind of savings
_____ has...Listen, they've got men's
underwear by Hanes...three pair for just 3.67."

VOICE: "But I gotta..."

YOU: "No...No you don't. Come with me...We'll go to
_____ together and see all the
merchandise on sale during their big end-of-the-month
event."

(Cont'd)

MASTERPLAN

CAMPAIGNS

"HELLO, GOOD BUYS"

EXTENDER #3: "GOOD-BYE, CRUEL WORLD"

page 2

VOICE: "Well...Okay...If you think it'll be all right."

YOU: *"Everything's gonna be just fine."*

VOICE: "If you say so...Uh, but I gotta get back here before
dark so I can finish cleaning these windows."

YOU: *"Windows?"*

VOCAL: UP AND OUT

USE OF ARTWORK FOR THE "HELLO, GOOD BUYS" CAMPAIGN

The "slick proofs" enclosed for "Hello, Good Buys" represent "camera-ready" art. They are ready for use in reproducing printed materials.

While various sizes are provided, any one of the elements may be reduced or enlarged photographically to the precise size required.

And, though they are provided in black, a printer may reproduce the element in whatever color is specified.

Suggested layouts using the "Hello, Good Buys" graphics follow:



On a Lapel Pin



On a Shopping Bag



On a TV slide.



On a header card.



MASTERPLAN



**WE'RE YOUR
KEY DEALER**

A NEW WAVE VISUAL

Car Dealer
Campaign

MASTERPLAN

"WE'RE YOUR KEY DEALER"

CAMPAIGNS

OBJECTIVE:

In 1896 the first automobile was manufactured in Detroit by Charles King. Two years later there were no fewer than 50 automobile manufacturers in the U.S. And today, cars from around the world are competing for the local car buying dollar.

The average new car dealer sells 383 cars a year. In order to secure your share of this market, you need a unified advertising image capable of drawing the prospective buyer into your showroom with a promise that you stand behind what you sell. Your new image of "WE'RE YOUR KEY DEALER" gets this message across.

STRATEGY:

One out of every eight cars is traded in after only one year. Another is traded in after two years of ownership. For everyone who buys a new car, three people buy a used one. "WE'RE YOUR KEY DEALER" image campaign enables you to let potential car buyers know yours is the right place to come the first time, and every time, they're looking for a car.

The image campaign uses a theme song, "WE'RE YOUR KEY DEALER," to project your new image. Music is the most effective way to convey your message to the public. People will remember music much longer than they remember words alone. Your business will become associated with this theme so that whenever a person hears it, he or she will think of you. And recognition and memorability are critical to increased sales.

To maintain theme consistency in your advertising, campaign extenders utilizing the phrase "WE'RE YOUR KEY DEALER" are included with this package. These extenders are commercials allowing you to expand your advertising, targeting specific aspects of your business, while reinforcing the overall image. Such commercials also serve to "extend" the effective life of your new campaign, giving you the most mileage, and memorability for your advertising dollar, hence the name, "extenders."

In addition to these commercials, your new campaign also includes camera-ready artwork, so you can maintain theme consistency in all your advertising and promotions, print and broadcast.

Theme consistency is vital to the success of any advertising program, and with your new image of "WE'RE YOUR KEY DEALER," you've got it.

MASTERPLAN

CAMPAIGNS

"WE'RE YOUR KEY DEALER"
Page Two

EXECUTION:

The average person travels 8,080 miles per year. Most of these miles are in a personal car and 77% of those cars have radios.

We suggest you begin your advertising campaign with a saturation schedule of your image song, "We're Your Key Dealer," alone. This will facilitate the association between you and your image. For this reason, we also recommend you have your song customized for more immediate recognition value.

Once you've become established as "We're Your Key Dealer," you can expand your campaign and highlight the aspects of your business you wish to emphasize through the use of your campaign extenders.

Throughout your new campaign, it's essential to maintain your image in all the advertising media you use. Art work is included in your campaign materials for you to use in your print advertising. Theme consistency is the best way to get the most for your advertising dollar and your "We're Your Key Dealer" provides all the essential elements necessary to achieve this.

SUMMARY:

The following is a summary of the salient points covered in "We're Your Key Dealer" image campaign:

- * Your campaign image song establishes your new image in the most effective way, through the use of music.
- * Commercial extenders lengthen the life of your campaign and highlight the aspect of your business you choose to emphasize.
- * Camera-ready art work is included utilizing the same theme as your radio image so you can maintain theme consistency in all the media. The best way to get more for your advertising dollar!

CAMPAIGNS

"WE'RE YOUR KEY DEALER"

(A-5101 - energetic rock, positive)

Demonstrated for: Automobile Dealer

Customized Line: "Ridgeway Motors"

LINE:

1. "We're your key dealer,
2. We're your key dealer.
3. With the cars you want,
4. Everybody wants,
5. At a price America needs.
6. *(We're your key dealer.)*
7. We're your key dealer,
8. We're your key dealer.
9. With the cars that have style,
10. Power mile after mile,
11. At a price America needs.
12. *(We're your key dealer.)"*

CUT:

1. :60 - CAMPAIGN SONG - Customized for demonstration purposes
2. :60 - Generic version - Full vocal
3. :58 - EXTENDER SPOT #1 - "KEY TO HAPPINESS"
4. :58 - Generic version
5. :62 - EXTENDER SPOT #2 - "OFF KEY"
6. :62 - Generic version
7. :60 - EXTENDER SPOT #3 - "KEY RESULT AREA"
8. :60 - Generic version

CAMPAIGN SONGS - additional versions

- | | | LINES: |
|-----|---|-----------|
| 9. | :60 - :01 intro/:29 vocal/:25 bed/:05 vocal close | (1-6)(12) |
| 10. | :60 - :01 intro/:11 vocal/:43 bed/:05 vocal close | (1-2)(12) |
| 11. | :60 - :55 bed/:05 vocal close | (12) |
| 12. | :30 - Full vocal | (1-6) |
| 13. | :30 - :01 intro/:11 vocal/:13 bed/:05 vocal close | (1-2)(6) |
| 14. | :30 - :25 bed/:05 vocal close | (6) |
| 15. | :10 - Full vocal | (1)(6) |
| 16. | :60 - instrumental | |
| 17. | :30 - instrumental | |
| 18. | :10 - instrumental | |

MASTERPLAN

CAMPAIGNS

"WE'RE YOUR KEY DEALER"

EXTENDER 1: "KEY TO HAPPINESS"

For customized sample, see:
DISC 50, SIDE 1, CUT 3

:58 SCRIPT - Requires: Male

FX: JUNGLE SOUNDS IN BACKGROUND

MAN 1: "Look over here, Professor. More hieroglyphics."

MAN 2: "Amazing."

MAN 1: "What do they mean?"

MAN 2: "They tell of...a key to happiness."

MAN 1: "A key to happiness?"

MAN 2: "Yes. A key of confidence...of trust...And also...
a key of protection."

MAN 1: "Is it...is it a real key?"

MAN 2: "These markings would seem to indicate such a key
exists."

MAN 1: "Do they say where?"

MAN 2: "Let's see...uh...no...Just that anyone seeking
such a key should...uh...turn this stone."

MAN 1: "Here, Professor, give me a hand."

MAN 2: "Don't you think we should wait for the others?"

MAN 1: "Can't wait. Gotta move this stone."

FX: STONE SLIDING

MAN 2: "Well? What is it?"

MAN 1: "Listen."

(Cont'd)

MASTERPLAN

CAMPAIGNS

"WE'RE YOUR KEY DEALER"

EXTENDER 1: "KEY TO HAPPINESS"

(Cont'd)

ANNCR: (HOLLOW ECHO) *"This is your key to happiness."*

FX: KEY DROPPING

ANNCR: *"Your key to your driving happiness from _____
_____, your key
dealer in Cincinnati."*

MAN 2: "We must tell the others."

MAN 1: "Are you kidding? I found it. It's mine."

MAN 2: "B-but there are enough for everyone...Aren't
there? Briscoe?"

JINGLE UP AND OUT

MASTERPLAN

CAMPAIGNS

"WE'RE YOUR KEY DEALER"

EXTENDER 2: "OFF KEY"

For customized sample, see:
DISC 50, SIDE 1, CUT 5

:58 SCRIPT - Requires: Male

FX: POLITE LUNCHEON APPLAUSE (FADE)

YOU: *"Thanks for attending this kick-off of the _____
new car sales season. I guess it's only appro-
priate that our key note address be made by
_____ 's key dealer, _____
of _____."*

MAN 1: *"Mmmm...He ain't gonna be here."*

MAN 2: *"He never comes."*

YOU: *"Yes he will."*

FX: APPLAUSE

MAN 3: *"Pssst!"*

YOU: *"Yes?"*

MAN 3: *"He can't make it."*

YOU: *"What is it this time?"*

MAN 3: *"Same as last year...uh...every year. H-He can't
get off his lot. It's full of customers waiting to
see all the new cars, and he says there are more
coming."*

YOU: *"What am I gonna do?"*

MAN 3: *"You'll have to tell them something."*

YOU: *"Uh...May I have your attention. I've just been
informed that _____ of _____
will be unable to attend today's meeting..."*

(Cont'd)

Support Stage 5, Page 1053

MASTERPLAN

CAMPAIGNS

"WE'RE YOUR KEY DEALER"

EXTENDER 2: "OFF KEY"

(Cont'd)

MAN 1: "Mobbed on his lot again?"

YOU: "No."

MAN 2: "Can't get through all the new car customers?"

YOU: "No...Uh...You see...Uh...He got his foot caught."

MAN 3: "His foot caught?"

YOU: "Under a...uh...glacier."

MAN 1: "Yeah-yeah."

MAN 3: "Yeah."

JINGLE UP AND OUT

MASTERPLAN

CAMPAIGNS

"WE'RE YOUR KEY DEALER"

EXTENDER 3: "KEY RESULT AREA"

For customized sample, see:
DISC 50, SIDE 1, CUT 7

:58 SCRIPT - Requires: Male or Female

JINGLE IN BACKGROUND/INSTRUMENTAL

YOU: *"One of the big factors in business today is the establishment of key result areas. These are different aspects of a business targeted for improvement. We asked people what they considered key result areas for auto dealers."*

MAN 1: *"I think they should hold the line on price."*

YOU: *"So price is your key result area?"*

MAN 1: *"Yeah."*

WOMAN: *"Well, I think the service should be fast, and friendly, and professional."*

YOU: *"So you think service should be a key result area?"*

WOMAN: *"Oh, definitely."*

MAN 2: *"I'd like to see a better selection...I mean bigger...So I can shop and compare without running all over town."*

YOU: *"Price...Service...Selection. Three key result areas you think are important. So does _____ . By listening to you, the customer, _____ has become the key dealer in our area. So the next time you're considering*

MASTERPLAN

CAMPAIGNS

"WE'RE YOUR KEY DEALER"

EXTENDER 3: "KEY RESULT AREA"

(Cont'd)

YOU: *(Cont'd) a new or used car, or just looking for someplace with fast, friendly, professional service, come to _____, your key dealer for better results."*

VOCAL: "We're your key dealer."

MASTERPLAN

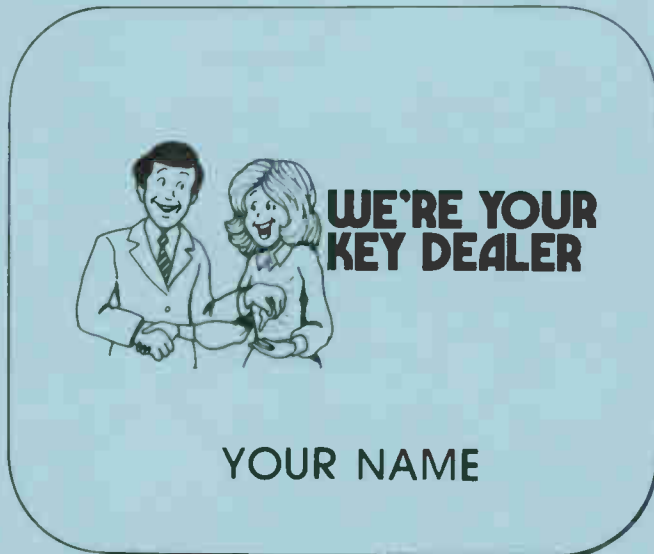
CAMPAIGN ARTWORK SUGGESTED USES



On a Matchbook



In a magazine ad.



On a TV slide.



On a T-Shirt

The above suggestions are only a few of the many possible layouts and applications for this campaign logo.

The following page provides "Camera-ready art" for use by a printer in reproducing the campaign logo. Any of the logos provided may be reduced or enlarged photographically, and reproduced in any color or colors desired.



**WE'RE YOUR
KEY DEALER**



**WE'RE YOUR
KEY DEALER**



**WE'RE YOUR
KEY DEALER**



**WE'RE YOUR
KEY DEALER**

MASTERPLAN



**WE GET
THE BUGS
OUT!**

A NEW WAVE VISUAL

Exterminator Campaign

MASTERPLAN

"WE GET THE BUGS OUT"

CAMPAIGNS

OBJECTIVE:

Entomophobia...the fear of insects. It's the third biggest fear people have. The crawling creatures invade our homes and offices no matter how clean they are. Without continuous preventative measures, the pests persist in plaguing our lives. The best way to eliminate bugs is a professional exterminator. To convey this fact to your potential customers, we recommend a comprehensive advertising campaign based on an image song. The campaign, "We Get The Bugs Out," has the right image for your company and all the elements to make your advertising successful.

STRATEGY AND EXECUTION:

A supermarket in East Osaka, Japan, once offered a bounty of 3.8 cents for every dead cockroach the citizens of that city turned in. Residents killed 98,499 of the pests in one week; the grocery store paid out \$3,743. It was an expensive and impractical way to rid the area of pests. Professional pest control is more economical and effective.

In advertising, the most effective campaigns use music. Music is the most memorable of all advertising tools. It has the unique quality of circumventing a listener's automatic resistance to a sales pitch, and brings your message directly to their subconscious. The campaign song, "We Get The Bugs Out," sets up your new image and carries your message to the listeners with music. This, together with radio's well known intimacy with its listeners, is the best way to advertise. To begin your broadcast campaign, start with a saturation schedule of your image song alone. This will assist in the quicker recognition of your image of "We Get The Bugs Out." For this reason, we suggest you have your song customized to make the image even more personal.

After your image of "We Get The Bugs Out" is firmly established, you can use the campaign extenders to stress the different elements of your business you want to accentuate.

MASTERPLAN

CAMPAIGNS

"WE GET THE BUGS OUT"
Page Two

These extenders carry through with the same theme as your image song, "We Get The Bugs Out," and lengthen the life of your advertising campaign.

The most successful advertising campaigns utilize a consistent image throughout all the media. To facilitate this, camera-ready art work, based on the theme "We Get The Bugs Out," is included with your materials.

Your new image campaign includes all the ingredients necessary for a consummate advertising campaign.

SUMMARY:

The following summarized the salient points of your "We Get The Bugs Out" image campaign:

- * Music is the most effective tool of advertising. "We Get The Bugs Out" campaign uses this tool with it's image song and gets your message across.
- * Having your song customized gives you more immediate recognition with the listeners and therefore a more immediate association with your new image.
- * Commercial extenders are included to carry through your image when you wish to emphasize certain aspects of your business and to lengthen your campaign.
- * Camera-ready art work is contained in your campaign materials to help you maintain your image in your print advertising. An advertising campaign that uses a consistent theme in all media is the most efficient and successful.

CAMPAIGNS

"WE GET THE BUGS OUT"

(A-6243 - fast-paced country)

Demonstrated for: Exterminators

Customized Line: "Terminex Pest Control"

LINE:

1. "There's lots a'things that can bug ya,
2. But I know what can really bug ya!
3. When ya go to the kitchen, turn on the light,
4. And see some bugs that didn't quite make it in time
to hide.
5. When ya go to a corner, look in a crack,
6. And see somethin's in there, way, way back,
7. Behind there, deep inside.
8. Bugs can really bug ya I know,
9. When you're bugged you should call a pro,
10. *(Get those bugs, inside and out,)*
11. We get the bugs out!
12. For professional service, there's nuthin' greater,
13. Than your friendly, fast exterminator,
14. Speedin' his way to you.
15. We can tell where they're hidin', plan our attack,
16. And help keep bugs from comin' back,
17. Their crawlin' days are through!
18. Bugs, well believe me I know,
19. When you're bugged, you need a pro,
20. *(Get those bugs, inside and out,)*
21. We get the bugs out!"

CUT:

1. :59 - CAMPAIGN SONG - Customized for demonstration purposes
2. :59 - Generic version - Full vocal
3. :59 - EXTENDER SPOT #1 - "THE WORLD'S FOREMOST AUTHORITY"
4. :59 - Generic version
5. :57 - EXTENDER SPOT #2 - "DOWNFALL"
6. :57 - Generic version
7. :58 - EXTENDER SPOT #3 - "A MATTER OF TASTE"
8. :58 - Generic version

(Cont'd)

MASTERPLAN

DISC 50, Side 2 (Cont'd)

CAMPAIGNS

CAMPAIGN SONGS - additional versions

- 9. :59 - :00 intro/:28 vocal/:27 bed/:04 vocal close
- 10. :59 - :00 intro/:04 vocal/:51 bed/:04 vocal close
- 11. :59 - :55 bed/:04 vocal close

- 12. :29 - Full vocal
- 13. :29 - :00 intro/:04 vocal/:21 bed/:04 vocal close
- 14. :29 - :25 bed/:04 vocal close
- 15. :09 - Full vocal

- 16. :59 - instrumental
- 17. :29 - instrumental
- 18. :09 - instrumental

LINES:

- (1-11)(20-21)
- (1-2)(20-21)
- (20-21)

- (1-11)
- (1-2)(10-11)
- (10-11)
- (8-11)

MASTERPLAN

CAMPAIGNS

"WE GET THE BUGS OUT"

EXTENDER 1: "THE WORLD'S FOREMOST
AUTHORITY"

For customized sample, see:
DISC 50, SIDE 2, CUT 3

:59 SCRIPT - Requires: Male or Female

MUSIC: UP AND OUT

YOU: "Today, for _____, we're talking with
the foremost authority on bugs."

FX: MAN SPEAKING FROM UNDER BAG

MAN: "No names, please."

YOU: "Why are you wearing that paper bag on your head?"

MAN: "I don't want to be recognized."

YOU: "This is radio."

FX: MAN REMOVING BAG

MAN: "Oh."

YOU: "I'm sure our listeners would like to know your
method for getting rid of bugs."

MAN: "I disavow any knowledge of them."

YOU: "Well, ignoring them won't work."

MAN: "Tell me about it."

YOU: "You need a plan, like _____'s compre-
hensive protection plan that can rid a home or
office of practically any bugs."

MAN: "Yeah?"

YOU: "And periodic visits from _____ will
prevent reinfestation."

MAN: "Remarkable."

(Cont'd)

MASTERPLAN

CAMPAIGNS

"WE GET THE BUGS OUT"

EXTENDER 1: "THE WORLD'S FOREMOST
AUTHORITY"

(Cont'd)

YOU: *"No, it's the same service _____
offers all its customers."*

MAN: *"And they take care of all bugs...Even the new
Japanese kind that use microwaves?"*

YOU: *"Japanese beetles?"*

MAN: *"That may be them. Boy, if we had only had some
of those, I might still be presi..."*

YOU: *"Wait a minute! You look familiar. Aren't you..."*

FX: PAPER BAG QUICKLY PUT BACK OVER HEAD

MAN: *"I want to see my lawyer."*

YOU: *"Then you'll have to punch holes in your bag."*

VOCAL: *"Bugs can really...the bugs out!"*

MASTERPLAN

CAMPAIGNS

"WE GET THE BUGS OUT"

EXTENDER 2: "DOWNFALL"

For customized sample, see:
DISC 50, SIDE 2, CUT 5

:57 SCRIPT - Requires: Male or Female

MUSIC: UP AND OUT

HOST: "We're talking today with Professor Sydney Feldgruber about his new theory concerning the fall of the Roman Empire. Uh...What exactly is your theory, Professor?"

YOU: *"Termites."*

HOST: "Termites?"

YOU: *"That's right. Termites were responsible for the fall of the Roman Empire."*

HOST: "But-but I..."

YOU: *"No buts about it...They ate right through it, buildings and all."*

HOST: "What about the coliseums, and temples, and monuments?"

YOU: *"Those, too. They ate it all."*

HOST: "But weren't they...usually made of stone?"

YOU: *"Well...uh...Yes."*

HOST: "How do you explain that, professor?"

YOU: *"It's quite simple. Termites were much healthier and hardier b.t."*

(Cont'd)

MASTERPLAN

CAMPAIGNS

"WE GET THE BUGS OUT"

EXTENDER 2: "DOWNFALL"

(Cont'd)

HOST: "B...What?"

YOU: "Before _____!"

HOST: "Really?"

YOU: "HO, ho...Without a doubt. The professionals at _____ have really taken the bite out of termites. So, as you can see, _____ is, in large part, responsible for protecting the very foundation of our civilization..."

HOST: "It is?"

YOU: "Not to mention the walls, the doors, the ceilings."

VOCAL: "Bugs can really...the bugs out."

MASTERPLAN

CAMPAIGNS

"WE GET THE BUGS OUT"

EXTENDER 3: "A MATTER OF TASTE"

For customized sample, see:
DISC 50, SIDE 2, CUT 7

:58 SCRIPT - Requires: Male or Female

FX: FROM DOORWAY/HALF YARD EFFECTS/HALF MUSIC

YOU: *"I don't think I've ever heard of the...Renfield
Exterminating Company before."*

MAN: *"I was just released."*

YOU: *"What?"*

MAN: *"Uh...We're new. Heh-heh-heh."*

YOU: *"Right. Uh...You don't use any...hazardous chemi-
cals, do you?"*

MAN: *"Oh, I don't use sprays. They effect the taste."*

YOU: *"Th-the taste?"*

MAN: *"I prefer to eliminate bugs the old-fashioned way."*

YOU: *"And h-how's that?"*

MAN: *"I catch them. Heh-heh-heh."*

YOU: *"Good grief, I just remembered. I've already called
_____."*

MAN: *"Why? There are hardly enough bugs for me."*

YOU: *"I wanted _____'s free inspection. After-
wards, _____'s professionals will recom-
mend a protection plan right for my house."*

MAN: *"They will?"*

(Cont'd)

MASTERPLAN

CAMPAIGNS

"WE GET THE BUGS OUT"

EXTENDER 3: "A MATTER OF TASTE"

(Cont'd)

YOU: *"Yes. So...I guess you can leave."*

MAN: "But I haven't eaten...yet. Heh-heh-heh."

YOU: *"I'm...dreadfully sorry, but _____
is already on the way."*

MAN: "Perhaps I could look around for a...little snack.
One for the road? Heh-heh-heh."

FX: DOOR SLAM

VOCAL: "Bugs can really...the bugs out."



CAMPAIGN ARTWORK SUGGESTED USES



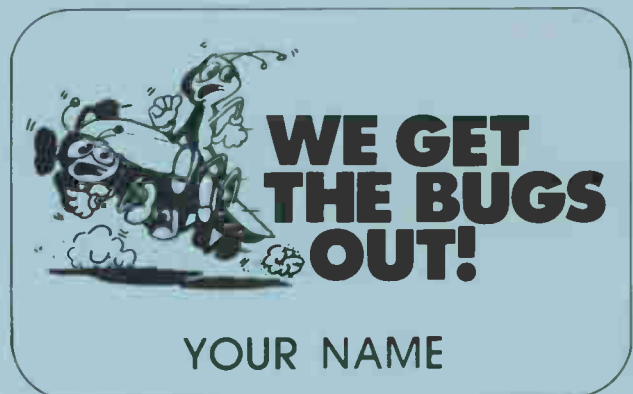
1. In a newspaper ad.



2. On a billboard.



3. On window banners.



4. As a TV super.

The above suggestions are only a few of the many possible layouts and applications for this campaign logo.

The following page provides "Camera-ready art" for use by a printer in reproducing the campaign logo. Any of the logos provided may be reduced or enlarged photographically, and reproduced in any color or colors desired.



**WE GET
THE BUGS
OUT!**



**WE GET
THE BUGS
OUT!**



**WE GET
THE BUGS
OUT!**



**WE GET
THE BUGS
OUT!**



MASTERPLAN

"SWEET DREAMS"

CAMPAIGNS

OBJECTIVE

Mental peace, physical fatigue, warmth, fresh air, pleasant surroundings, and a comfortable bed; all the essential factors for a good night's sleep. You may not be able to control all these points, but a comfortable mattress is one of the easiest to acquire. A mattress that supports the spine and keeps the muscles from becoming either stretched or bunched is best. You stock the best, but competition comes at you from all over. So to compete with your rivals, you must do more than advertise; you must advertise with a comprehensive advertising plan; one that incorporates an image that's right for you. "Sweet Dreams" is that image.

STRATEGY

Ever since the first box spring was imported from France in 1857, the bedding industry has improved and changed the mattress to aid the consumer in their never-ending search for the elusive "good night's sleep."

In the quest for the best in an advertising campaign, "Sweet Dreams" is the answer for you. Your new campaign is based on an image song. Music touches the listener on an emotional, sub-conscious level; the level on which many buying decisions are made. The campaign song establishes your image of "Sweet Dreams". This image is reinforced in the campaign extender spots, while they expand the scope of your advertising. To maintain consistency in your advertising, art work, utilizing the theme "Sweet Dreams", is included for you to use in your print advertising.

EXECUTION

To firmly establish your "Sweet Dreams" image, begin your broadcast advertising campaign with a saturation schedule of your image song. Wait until your image is firmly entrenched in your potential customers' minds before you add other information. It's recommended to have your image song customized with your company's name to facilitate acceptance of your image.

CAMPAIGNS

Once your image of "Sweet Dreams" is established, it's time to expand your advertising to include the items and services you offer and wish to highlight. The commercial extender spots, contained in your campaign materials, continue with your theme and lengthen the life of your image campaign.

To get the most out of your advertising dollar, you need to maintain theme consistency throughout all the media you use. To allow you to easily transfer your image to your print advertising, camera-ready art work is included so you can use it in your print ads right from the start of your new image campaign.

SUMMARY

The following is a summary of the important points of your "Sweet Dreams" campaign:

- * A strong advertising plan is the best way to conduct an advertising campaign. A strong image is a part of this plan.
- * The image song establishes your new image of "Sweet Dreams". Music is the best way to get your message across.
- * Extender spots lengthen the life of your campaign while maintaining your theme of "Sweet Dreams".
- * Continuing your image in your print advertising is the best way to get the most out of your advertising dollar. The camera-ready art work included in the campaign materials helps you do this easily.

MASTERPLAN

DISC 51, Side 1

CAMPAIGNS

"SWEET DREAMS"

(A-6238 - uptempo, bright contemporary)

Demonstrated for: Bedding Center

Customized Line: "at the Bedroom Shop"

LINE:

1. "Sweet dreams are made with us,
2. Just close your eyes and let us hold you tight,
3. Sweet dreams come true,
4. Let us make your dreams come true,
5. With a night to remember.
6. Sweet dreams come true,
7. (*Sweet dreams do come true.*)
8. Sweet dreams are made with us,
9. Just settle back for a good night's sleep,
10. Sweet dreams,
11. Sweet dreams,
12. We know just what you've been wanting.
13. Sweet dreams come true,
14. (*Sweet dreams do come true.*)"

CUT:

1. :60 - CAMPAIGN SONG - Customized for demonstration purposes
2. :60 - Generic version - full vocal
3. :60 - EXTENDER SPOT #1 - "SHEEP"
4. :60 - Generic version
5. :58 - EXTENDER SPOT #2 - "NUMBER 47, OVER AND OUT"
6. :58 - Generic version
7. :60 - EXTENDER SPOT #3 - "LOSING SLEEP"
8. :60 - Generic version

CAMPAIGN SONGS - additional versions

9. :60 - :00 intro/:05 vocal/:28 bed/:27 vocal close
10. :60 - :00 intro/:05 vocal/:49 bed/:06 vocal close
11. :60 - :54 bed/:06 vocal close

12. :27 - Full vocal
13. :27 - :00 intro/:05 bed/:16 bed/:06 vocal close
14. :27 - :21 bed/:06 vocal close
15. :09 - Full vocal

16. :60 - instrumental
17. :27 - instrumental
18. :09 - instrumental

LINES:

- (1)(8-14)
(1)(13-14)
(13-14)

(1-7)
(1)(6-7)
(6-7)
(6-7)

MASTERPLAN

CAMPAIGNS

"SWEET DREAMS"

EXTENDER 1: "SHEEP"

For customized sample, see:
DISC 51, SIDE 1, CUT 3

:60 SCRIPT - Requires: Male

MUSIC: UP AND OUT

FX: LOUD SHEEP BAAAAAAA'S

VOICE: "We gotta do something, Harvey."

YOU: "Like what?"

VOICE: "How should I know like what? Just something, and fast. These sheep are costing us a fortune in spray rug cleaner."

YOU: "How was I to know what _____'s low prices on quality name brand bedding would do to our business?"

VOICE: "Yeah. It happened practically...overnight."

YOU: "Uh, very funny, but it doesn't change the fact that _____ is making it impossible for us to make a decent living."

VOICE: "There's nothing decent about sheep."

YOU: "Everybody knows they can get a great deal on bedding from _____, _____, and _____ at _____. They'd be crazy to go anywhere else."

VOICE: "Harvey, we can't go on like this."

YOU: "I know."

(Cont'd)



CAMPAIGNS

"SWEET DREAMS"

EXTENDER 1: "SHEEP"
Page 2

VOICE: "You know the landlord doesn't allow pets."

YOU: "Yeah."

VOICE: "How many sheep are there, anyway?"

YOU: "What? You expect me to count'em? I'm the
guy who gets other people to count'em...Or I was."

FX: PHONE RING AND PICKUP

YOU: "Hello, Sheep for Sleep. Wrong number."

FX: PUT PHONE DOWN

YOU: "You know, thanks to _____, I may
never get another decent night's sleep, uh, sleep."

FX: LOUD BAAAAAAA

MUSIC: JINGLE OUT

MASTERPLAN

CAMPAIGNS

"SWEET DREAMS"

XTENDER 2: "NUMBER 47, OVER AND OUT"

For customized sample, see:
DICS 51, SIDE 1, CUT 5

:58 SCRIPT - Requires: Male

FX: KNOCK AT DOOR

VOICE 1: "Come in."

FX: DOOR OPENS AND CLOSES

YOU: "Sector number 47 Sandman reporting as ordered."

VOICE 1: "Sit down, number 47. Tell me, how have things been going in your sector?"

YOU: "Well, to tell you the truth, business has been kinda slow."

VOICE 1: "Has it?"

YOU: "I'll say. People aren't having as much trouble falling asleep as they did."

VOICE 1: "What do you see as the cause? Fewer worries about inflation? More self-satisfying jobs?"

YOU: "_____ . They sell bedding."

VOICE 1: "Do they?"

YOU: "Do they ever! All kinds. Well, not all knids. They sell only the best, actually, from brand name makers like _____, _____ and _____."

VOICE 1: "Oh, my."

(Cont'd)

MASTERPLAN

CAMPAIGNS

"SWEET DREAMS"

XTENDER 2: "NUMBER 47, OVER AND OUT"
Page 2

YOU: "And _____ prices aren't the kind
you'll lose sleep over, if you know what I mean."

VOICE 1: "Oh, I do. I do, yes."

YOU: "In fact, if people don't stop buying bedding
from _____, we could all be out
of a job."

VOICE 1: "Not all of us."

YOU: "Yeah, they really se...what?"

VOICE 1: "If you'll just turn in your bag of sand and
leotards at the front desk."

YOU: "Not my sand and leotards!"

VOICE 1: "Get out!"

FX: DOOR SLAM

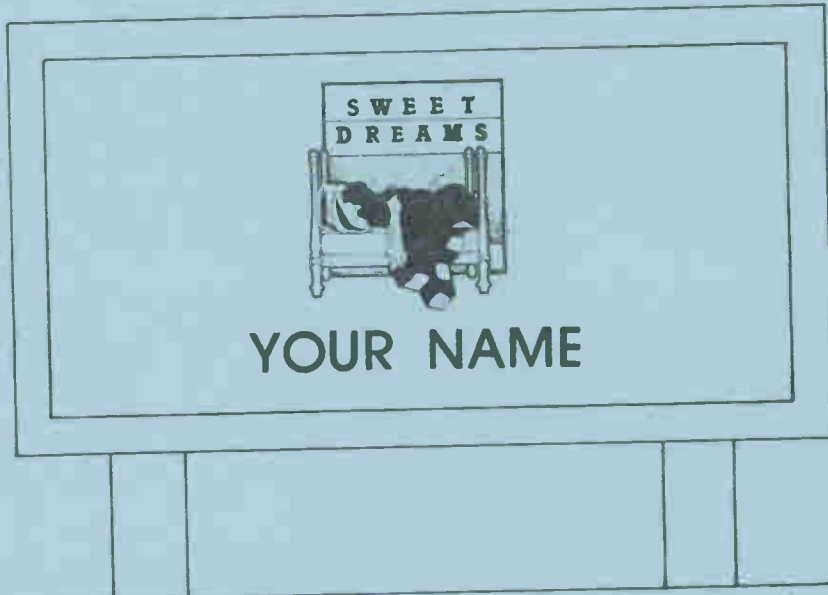
MUSIC: JINGLE OUT



CAMPAIGN ARTWORK SUGGESTED USES



1. In a newspaper ad.



2. On a billboard.



3. On window banners.



4. As a TV super.

The above suggestions are only a few of the many possible layouts and applications for this campaign logo.

The following page provides "Camera-ready art" for use by a printer in reproducing the campaign logo. Any of the logos provided may be reduced or enlarged photographically, and reproduced in any color or colors desired.



MASTERPLAN

CAMPAIGNS

"SWEET DREAMS"

EXTENDER 3: "LOSING SLEEP"

For customized sample, see:
DISC 51, SIDE 1, CUT 7

:60 SCRIPT - Requires: Male or Female

YOU: "Just lie down on that bed over there."

VOICE: "A bed?"

YOU: "Of course! What else would you expect in a
sleep therapist's office?"

VOICE: "I-I don't know."

YOU: "It's not the kind a thing you lose sleep thinking
about...ha-ha! A little joke."

VOICE: "Yes."

YOU: "So, what seems to be the problem?"

VOICE: "Uh..You just said it...I'm losing sleep."

YOU: "And where do you think you're losing it?"

VOICE: "Oh, it was just a figure of speech. Say, this
bed is comfortable."

YOU: "Uh-huh, I got it at _____."

VOICE: "Really?"

YOU: "You mean you haven't gone to _____
to find the sleep you're losing?"

VOICE: "No...It is quite comfortable."

YOU: "It should be. _____ only sells
quality name brand bedding."

(Cont'd)

MASTERPLAN

CAMPAIGNS

"SWEET DREAMS"

EXTENDER 3: "LOSING SLEEP"
Page 2

VOICE: (SLEEPILY) "Uh-huh."

YOU: "Names like _____, _____, and _____."

VOICE: (SLEEPILY) "Oh, right."

YOU: "And _____ prices them all so you
won't lose any sleep, either."

FX: SNORING

YOU: "Sound asleep. This is a good time to add some
zeroes to his bill."

VOICE: "What-what's that?"

YOU: "Just kidding. My prescription for you is a trip
to _____ to find the sleep you've
been losing."

MUSIC: JINGLE OUT



"WE'RE AN INSTANT SUCCESS"

CAMPAIGNS

OBJECTIVE

Three thousand years ago, if someone wanted multiple copies of a document, he used an inscribed tube and rolled it over wet clay tablets; a slow process that took a lot of strength to manipulate. Up until the late 1800's copies still had to be made by hand, then the mimeograph was perfected, but it still had its limitations. October 22, 1938, brought about the discovery of xerography by Chester F. Carlson. but it wasn't until 1950 that Xerox sold its first copiers.

The business of printing has seen many changes over the years, and computers are changing it even faster now. While you keep up with the technical innovations of your business, you mustn't forget the promotional aspects. Advertising is a big part of the printing business, as both client and consumer. Competition abounds and you need to advertise, not just with occasional fliers, but with a total, comprehensive advertising campaign.

STRATEGY AND EXECUTION

The "We're An Instant Success" advertising campaign is based on an image song. Music is the most efficient form of advertising because of its memorability. When ideas are conveyed through music, the message is remembered by the listener much longer than words alone. To establish your image of "We're An Instant Success", run your theme song alone when you begin your campaign. We suggest you have your song customized with your name to give you more immediate association between you and your new image.

Once you've established your image of "We're An Instant Success" with your image song, you're ready to expand your advertising with the commercial extenders. The commercial extenders highlight various aspects of your business, and lengthen the life of your campaign, while maintaining your theme of "We're An Instant Success." Theme consistency in all your advertising provides you with the most efficient way to advertise and needs to be sustained in all your broadcast and print ads. To facilitate theme consistency, camera-ready art work, utilizing the theme of "We're An Instant Success", is included with your materials.

MASTERPLAN

CAMPAIGNS

"WE'RE AN INSTANT SUCCESS"

Page 2

The "We're An Instant Success" image campaign provides you with all the materials you need to conduct a successful, multi-media advertising campaign.

SUMMARY

The following is a summary of the basic aspects of your "We're An Instant Success" advertising campaign:

- * The business of printing is competitive. To keep up with the competition you need to advertise.
- * The "We're An Instant Success" campaign is based on music, the most memorable tool of advertising.
- * Theme consistency in both broadcast and print is essential. Commercial extenders and camera-ready art work are provided to help you maintain theme consistency.



CAMPAIGNS

"WE'RE AN INSTANT SUCCESS"

(A-5102 - fast-paced, contemporary)

Demonstrated for: Print Service

Customized Line: "we're Super Print"

LINE:

1. "We're an instant success,
2. We're fast and good,
3. *(And ready.)*
4. We're an instant success,
5. We're fast and good,
6. And ready.
7. We'll get your printing in the wink of an eye,
8. And guarantee it's what you wanted,
9. We'll take a problem and make it look right,
10. We're all you need in printing,
11. We're an instant success,
12. We're an instant success for you.
13. We're an instant success,
14. We're fast and good,
15. *(And ready.)*
16. We're an instant success,
17. We're fast and good,
18. And ready.
19. We'll do your printing with the quality you demand,
20. At the price you want and just when you need it,
21. We're an instant success,
22. *(At making you look good.)"*

CUT:

1. :59 - CAMPAIGN SONG - Customized for demonstration purposes
2. :59 - Generic version - full vocal
3. :61 - EXTENDER SPOT #1 - "ANOTHER CHANCE"
4. :61 - Generic version
5. :60 - EXTENDER SPOT #2 - "MAKING THE GRADE"
6. :60 - Generic version
7. :60 - EXTENDER SPOT #3 - "UNDER PRESSURE"
8. :60 - Generic version

CAMPAIGN SONGS - additional versions

9. :59 - :00 intro/:06 vocal/:26 bed/:27 vocal close
10. :59 - :00 intro/:06 vocal/:47 bed/:06 vocal close
11. :59 - :53 bed/:06 vocal close

LINES:

- (1-3)(13-22)
(1- (21-22)
(21-2)

(Cont'd)

MASTERPLAN

CAMPAIGNS

DISC 51, Side 2

page two

(Cont'd)

12.	:27 - full vocal	(13-22)
13.	:27 - :00 intro/:06 vocal/:15 bed/:06 vocal close	(13-15) (21-22)
14.	:27 - :21 bed/:06 vocal close	(21-22)
15.	:10 - Full vocal	(13-15)
16.	:59 - instrumental	
17.	:27 - instrumental	
18.	:10 - instrumental	

MASTERPLAN

CAMPAIGNS

"WE'RE AN INSTANT SUCCESS"

EXTENDER 1: "ANOTHER CHANCE"

For customized sample, see:
DISC 51, SIDE 2, CUT 3

:61 SCRIPT - Requires: Male

FX: DOOR OPENS

VOICE: "Uh...Excuse me...I thou-I thought this was the broom closet."

YOU: *"It was. Come in and have a seat. I don't get many visitors anymore."*

VOICE: "Aren't you...Dave Arnold?"

YOU: *"Right."*

VOICE: "We all thought you were fired after the...heh,heh, you know."

YOU: *"Yeah, the annual report fiasco. I should've taken it to _____ to have it printed."*

VOICE: "Yeah."

YOU: *"_____ offers fast, professional, reliable printing, and they're reasonably priced, too!"*

VOICE: "I've heard that."

YOU: *"Too bad somebody didn't tell me about _____ before I took the annual reports to that... other palce."*

VOICE: "They still talk about it, oh it's been two... three..."

YOU: *"Five."*

MASTERPLAN

CAMPAIGNS

"WE'RE AN INSTANT SUCCESS"

EXTENDER 1: "ANOTHER CHANCE"
Page 2

VOICE: "Five years."

YOU: "_____ could've made me an instant success...but instead I'm..."

VOICE: "What are you doing nowadays?"

YOU: "I'm responsible for our Siberian territory."

VOICE: "I-I didn't know we had one there."

YOU: "We don't...yet. But the old man said when we do, it's all mine."

VOICE: "Uh, huh, great...Say, you don't know where we keep the brooms, do you?"

YOU: "Uh, you might ask Hargrove next door."

VOICE: "Hargrove's still here, after what he did to..."

YOU: "He knows...He should've taken that direct mail piece to _____."

VOICE: "Wow, next thing you'll be telling me is that Wilson..."

YOU: "Try the second cabinet in the mail room."

MASTERPLAN

CAMPAIGNS

"WE'RE AN INSTANT SUCCESS"

EXTENDER 2: "MAKING THE GRADE"

For customized sample, see:
DISC 51, SIDE 2, CUT 5

:60 SCRIPT - Requires: Male

FX: TELEPHONE RING AND PICKUP

VOICE 1: "Hello?"

YOU: "Hi, Dad, it's Jeff."

VOICE 1: "The Warrens are not home right now, but if
you leave your message at the sound of the..."

YOU: (INTERRUPTING) "It's okay, Dad. I'm not
calling to borrow money."

VOICE 1: "You're not?"

YOU: "No. I just called to see how you and Mom are
getting along."

VOICE 1: "Oh, well, we're just fine. How 'bout you?"

YOU: "Well, there is one thing..."

VOICE 1: (PINCHING HIS NOSE) "I'm sorry, but your party
has been disconnected."

YOU: "I'm not gonna ask for money."

VOICE 1: "You're sure?"

YOU: "Absolutely. Thanks to _____,
I've got all the money I need."

VOICE 1: "You're...not printing money, are you, Jeff?"

(Cont'd)

MASTERPLAN

CAMPAIGNS

"WE'RE AN INSTANT SUCCESS"

EXTENDER 2: "MAKING THE GRADE"

Page 2

YOU: "No, I take peoples' reports and term papers to _____ for copying. See, _____ only charges 4¢ a page for over twenty-five pages. Then I tack on my service charge."

VOICE 1: "Service charge?"

YOU: "Great idea, huh? _____'s made a coupla more carriers to handle the overflow."

VOICE 1: "Overflow? Look, Jeff, your mother and I have been planning a vacation, but we're a little short of..."

YOU: (INTERRUPTING WITH MOUTH STATIC) "What's that, Dad? I can't hear with all this static on the line. I'll call ya later. Bye!"

FX: HANGUP

VOICE 2: "Who was that?"

VOICE 1: "Our son...The instant success."

MASTERPLAN

CAMPAIGNS

"WE'RE AN INSTANT SUCCESS"

EXTENDER 3: "UNDER PRESSURE"

For customized sample, see:
DISC 51, SIDE 2, CUT 7

:60 SCRIPT - Requires: Male or Female

FX: SPACECRAFT INTERIOR/SOFTLY HUMMING COMPUTERS

VOICE 1: "Roger, Houston, we're heading home."

VOICE 2: "A flawless mission. Three satellites launched
and one repaired."

VOICE 1: "This oughta restore confidence in the Shuttle
program."

VOICE 3: "Captain, we're showing pressure loss in the head."

VOICE 1: "Hand me the T-249 manual, Dave."

VOICE 2: "Roger."

VOICE 3: "Pressure loss increasing."

VOICE 1: Steady, Pearson. Let's see...head, pressure
maintenance...Uh-oh."

VOICE 3: "Say what!?"

VOICE 2: "What's wrong?"

VOICE 1: "That whole section of the manual is missing."

VOICE 3: "Missin'?"

VOICE 2: "I remember. That's the part they sent out to
be reprinted after the last mission."

VOICE 1: "So?"

VOICE 2: "We didn't get it back in time for the launch,
and Houston refused to delay liftoff any longer."

(Cont'd)

MASTERPLAN

CAMPAIGNS

"WE'RE AN INSTANT SUCCESS"

EXTENDER 3: "UNDER PRESSURE"

Page 2

VOICE 1: "Rats."

YOU: *"When you need important documents printed or copied, bring them to _____, for fast, professional, reliable service. _____ is known for their quality work when it comes to annual reports, direct mail pieces, or anything else you need printed or copied."*

VOICE 1: "Hand me the 0-0-0-9 envelope."

VOICE 2: "But-but that's only for extreme emergencies."

VOICE 1: "I know."

VOICE 2: "Okay, Captain. Here."

FX: OPEN ENVELOPE

VOICE 1: "All right...Where's the 'out of order' sign that's supposed to be in here?"

VOICE 2: "They sent it out for reprinting, too."

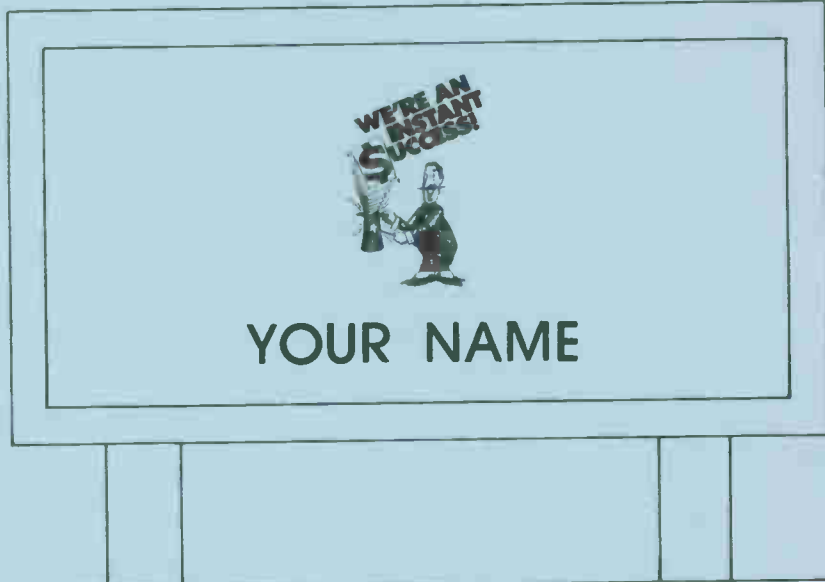
MUSIC: JINGLE OUT

MASTER PLAN

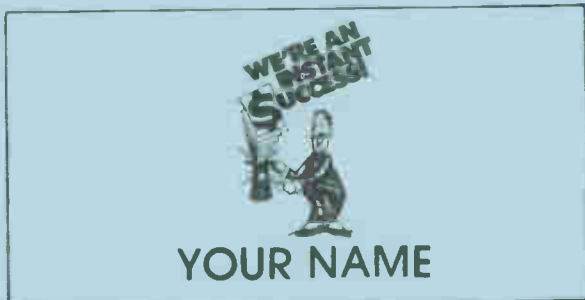
CAMPAIGN ARTWORK SUGGESTED USES



1. In a newspaper ad.



2. On a billboard.



3. On window banners.



4. As a TV super.

The above suggestions are only a few of the many possible layouts and applications for this campaign logo.

The following page provides "Camera-ready art" for use by a printer in reproducing the campaign logo. Any of the logos provided may be reduced or enlarged photographically, and reproduced in any color or colors desired.



MASTERPLAN



A NEW WAVE VISUAL

Bedding Center Campaign



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MASTERPLAN

**WE'RE AN
INSTANT
SUCCESS!**



A NEW WAVE VISUAL

Printing Service Campaign



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**WE'RE AN
INSTANT
SUCCESS!**



**WE'RE AN
INSTANT
SUCCESS!**



**WE'RE AN
INSTANT
SUCCESS!**



**WE'RE AN
INSTANT
SUCCESS!**









CAMPAIGN ARTWORK SUGGESTED USES



1. In a newspaper ad.



2. On a billboard.



3. On window banners.



4. As a TV super.

The above suggestions are only a few of the many possible layouts and applications for this campaign logo.

The following page provides "Camera-ready art" for use by a printer in reproducing the campaign logo. Any of the logos provided may be reduced or enlarged photographically, and reproduced in any color or colors desired.





"WE FURNISH YOUR FUTURE"

CAMPAIGNS

OBJECTIVE

In the early 1800's, Samuel Pratt revolutionized the furniture industry by enclosing steel coil springs within the upholstery of a chair. It was more than a century later when latex foam, bent plywood and rubber webbing would be introduced.

Whether it's traditional, Early American, 18th Century or Contemporary, the majority of people enjoy shopping for furniture. To get your share of those 33.4% of the customers who are looking for contemporary furniture, you have to advertise. And when you advertise, you need a comprehensive plan that utilizes an image that suits you and your product. "We Furnish Your Future" is that image.

STRATEGY

In 1866, some inventive craftsman designed a special bedroom suite. It included a bed, chest of drawers, sofa and for those who had trouble sleeping, a piano. All of this in one convenient piece of furniture. This odd piece of furnishing didn't go over too well, but your advertising will when you use the image campaign, "We Furnish Your Future".

This campaign is based on an image song. Music is the most effective tool advertising has at its disposal. Music is memorable. It has the ability to go beyond the conscious mind to work on the emotions where many of the consumers' purchasing decisions are made. The image song establishes your new image in the mind of the listeners, your potential customers. This image is carried through in the campaign extender spots, included in your materials, which help you expand and lengthen your campaign. Theme consistency is of great importance in advertising and is essential in a multi-media advertising campaign. To aid you in maintaining theme consistency in your print ads, camera-ready art work is provided for you to use.

EXECUTION

To begin your new image campaign, start with a heavy schedule of your image song alone, this will give your new image a more immediate effect on the listener. To increase its impact, we suggest that you have your song customized with the name of your company. Once you've established your image of "We Furnish Your Future", you can expand the scope of our campaign to highlight the aspects of your business you want to emphasize with the commercial extender spots.



"WE FURNISH YOUR FUTURE"

Page Two

CAMPAIGNS

In your multi-media campaign, you need to maintain theme consistency and to do this, you should use the camera-ready art work in your print ads from the beginning of your campaign.

SUMMARY

The following summarizes the basic aspects of your new "We Furnish Your Future" campaign:

- * You need an image that's right for you. "We Furnish Your Future" is that image.
- * The image song establishes your image in the most memorable way, through music. For more impact, have your song customized.
- * Extender spots continue your theme and expand your advertising.
- * Camera-ready art work maintains your theme in your print advertising.



CAMPAIGNS

"WE FURNISH YOUR FUTURE"

(A-5103 - contemporary rock)

Demonstrated for: Furniture Store

Customized line: "Contemporary Expressions"

LINE:

1. "We furnish your future,
2. (*We furnish your future,*)
3. We know the way you want to live, live.
4. We furnish your future,
5. We furnish your future,
6. (*We're lookin' into your future,*)
7. We furnish your future,
8. Some people live in the past,
9. And their homes look like it.
10. But you, you've got the future right in your hand,
11. 'Cause you understand.
12. We furnish your future,
13. (*We furnish your future,*)
14. We know the way you want to live,
15. We furnish your future."

CUT:

1. :60 - CAMPAIGN SONG - Customized for demonstration purposes
2. :60 - Generic version - Full vocal
3. :59 - EXTENDER SPOT #1 - "DREAM"
4. :60 - Generic version
5. :60 - EXTENDER SPOT #2 - "GOING TO PIECES"
6. :59 - Generic version
7. :60 - EXTENDER SPOT #3 - "FATHER TIME"
8. :61 - Generic version

CAMPAIGN SONG - additional versions

9. :60 - :00 intro/:06 vocal/:24 bed/:30 vocal close
10. :60 - :00 intro/:06 vocal/:40 bed/:14 vocal close
11. :60 - :46 bed/:14 vocal close
12. :30 - Full vocal
13. :30 - :00 intro/:06 vocal/:17 bed/:07 vocal close
14. :30 - :23 bed/:07 vocal close
15. :11 - Full vocal
16. :60 - instrumental
17. :30 - instrumental
18. :11 - instrumental

LINES:

- (1-2)(8-15)
 (1-2)(12-15)
 (12-15)
 (1-7)
 (1-2)(6-7)
 (6-7)
 (1-2)(7)



CAMPAIGNS

"WE FURNISH YOUR FUTURE"

EXTENDER #1: "DREAMS"

For customized sample, see;
DISC 52, SIDE 1, CUT 3

:59 SCRIPT - Requires: Male or Female

FX: HOLLOW, WINDY SOUND WITH FOOTSTEPS ON METAL GRATING

VOICE: "I've had some strange dreams before, but this..."

YOU: "Oh, there you are. I thought you'd gotten lost.
Hurry up, I've got something to show you."

VOICE: "Show?"

YOU: "If you start repeating everything I say you'll wake
up before we get to the furniture."

VOICE: "Furniture?"

YOU: "There you go again. The contemporary furniture you
were thinking about as you fell asleep. Ah, here we
are."

FX: WOOSH OF DOOR OPENING

VOICE: "It's..."

YOU: "Everything you dreamed it would be. I know. Contem-
porary, tasteful, stylish, well-crafted."

VOICE: "Can I...?"

YOU: "Uh-uh, mustn't touch. Afterall, it's only a dream."

VOICE: "So what am I gonna do?"

YOU: "Go to _____ after you wake up."

VOICE: "And they...?"

YOU: "_____ offers a fantastic collection of
contemporary furnishings."



CAMPAIGNS

"WE FURNISH YOUR FUTURE"

EXTENDER #1: "DREAMS"

Page Two

VOICE: "What if...?"

YOU: *"If they don't have exactly what you're looking for, they can custom craft it for you. So either way, _____ will have the furniture of..."*

VOICE: "My dreams!"

YOU: *"Very good. Now that that's taken care of, I've got to be moving along to my next stop...Something about Annette Funicello and peanut butter I believe."*

VOICE: "Just a little longer?"

YOU: *"Sorry. Now, you wouldn't have any chunky peanut butter on you, the quart size I believe?"*

MUSIC: UP AND OUT



CAMPAIGNS

"WE FURNISH YOUR FUTURE"

EXTENDER #2: "GOING TO PIECES"

For customized sample, see;
DISC 52, SIDE 1, CUT 5

:60 SCRIPT - Requires: Male or Female

MUSIC: TO SUPPORT

YOU: *"Meet Roger and Evelyn Brown."*

VOICES 1 & 2: *"Hello."*

YOU: *"They made the decision to furnish there home with contemporary furniture."*

VOICE 1: *"It goes with everything."*

VOICE 2: *"That's right."*

YOU: *"So they started adding a piece at a time. But unfortunately a fire destroyed the plant where the sofa they were considering was made."*

VOICE 1: *"No problem. I know a company that makes a similar design..."*

YOU: *"Out of business."*

VOICE 2: *"Well, there's another manufacturer that..."*

YOU: *"Changed the wood they used because of the tree blight."*

VOICE 1: *"Well, there's...uh..."*

VOICE 2: *"No hope?"*

YOU: *"No, no, no, not at all. _____ can design and craft custom contemporary furniture made to order."*



CAMPAIGNS

"WE FURNISH YOUR FUTURE"

EXTENDER #2: "GOING TO PIECES"

Page Two

VOICE 1: "They can?"

VOICE 2: "Really?"

YOU: *"Really. Besides offering a fantastic selection of quality contemporary furnishings, _____ can match a current design, or develop a totally new one for you."*

VOICE 1: "It's like I said."

VOICE 2: "No problem."

MUSIC: UP AND OUT



CAMPAIGNS

"WE FURNISH YOUR FUTURE"

EXTENDER #3: "FATHER TIME"

For customized sample, see;
DISC 52, SIDE 1, CUT 7

:60 SCRIPT - Requires: Male or Female

MUSIC: TO SUPPORT

FX: SOUND OF TWO PEOPLE BUMPING TOGETHER ON STREET

YOU: "Oh, excuse me. I didn't see you. I was in..."

VOICE: "In a hurry. I know all about that. See, I'm
Father Time."

YOU: "You are?"

VOICE: "The one and only."

YOU: "Then you probably know I'm on my way to _____
_____ to see its collection of contemporary
furnishings."

VOICE: "Isn't everyone?"

YOU: "Really?"

VOICE: "You think I'd waste time saying it if it wasn't true?"

YOU: "No! It's no wonder _____ is so popular,
considering its selection of contemporary designs at
reasonable prices."

VOICE: "Of course."

YOU: "And _____ also makes custom furniture
to order, so someone can have precisely the look
they want."

VOICE: "In my time I've seen it all, and there's nothing to
compare with it."



CAMPAIGNS

"WE FURNISH YOUR FUTURE"
EXTENDER #3: "FATHER TIME"

Page Two

YOU: *"You can say that again."*

VOICE: *"And waste more time?"*

YOU: *"You're right. Eh, well...gotta go to _____
_____. Maybe we can get together sometime."*

VOICE: *"When?"*

YOU: *"How 'bout...?"*

VOICE: *"No, I'm all booked up New Year's."*

YOU: *"Well, there's..."*

VOICE: *"Nope. That's my vacation. Time flies to Cozumel.
I could show you a good time there, if you know what
I mean."*

MUSIC: UP AND OUT

MASTERPLAN

WE
FURNISH
YOUR
FUTURE



A NEW WAVE VISUAL

Furniture Store Campaign



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WE
FURNISH
YOUR
FUTURE



WE
FURNISH
YOUR
FUTURE

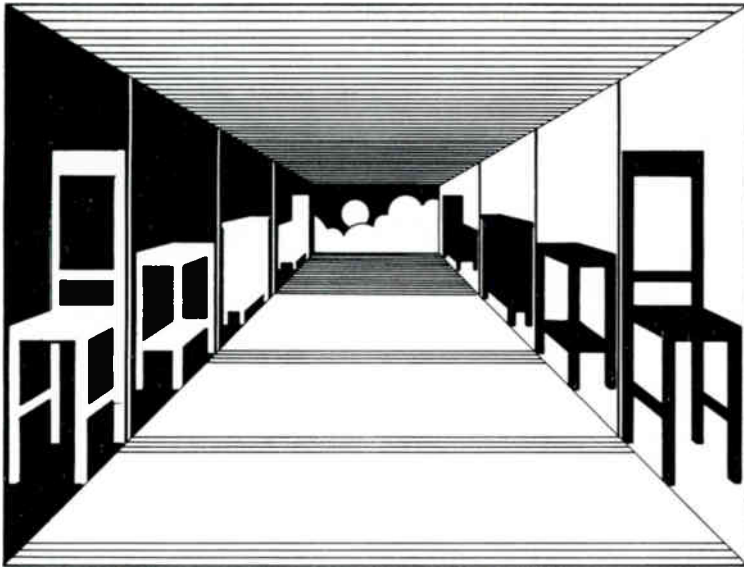


WE
FURNISH
YOUR
FUTURE

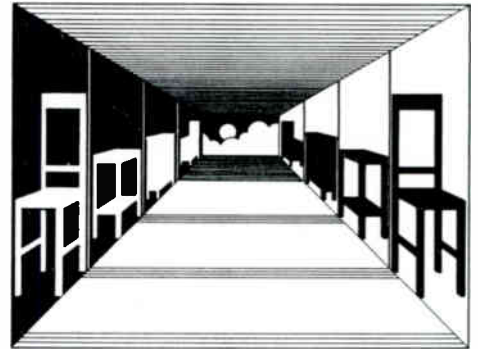


WE
FURNISH
YOUR
FUTURE

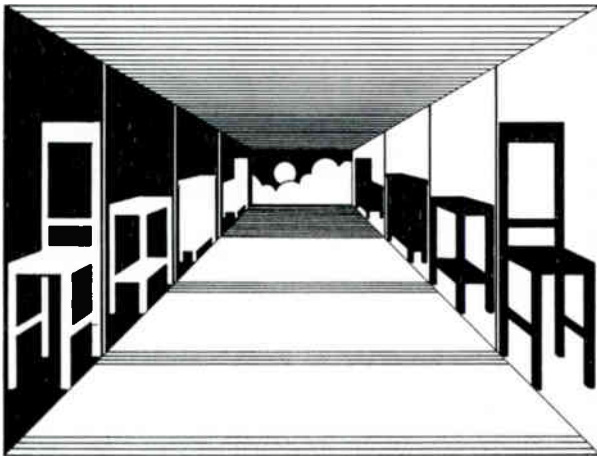




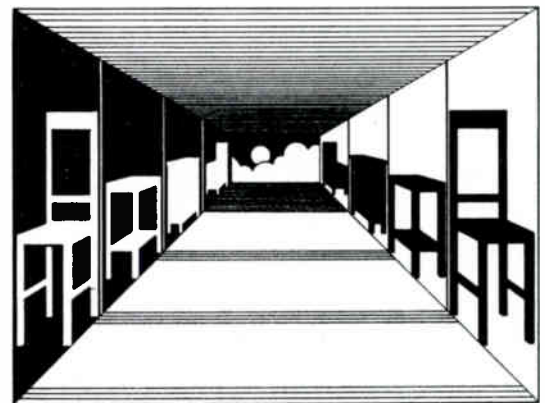
WE FURNISH
YOUR FUTURE



WE FURNISH
YOUR FUTURE



WE FURNISH
YOUR FUTURE



WE FURNISH
YOUR FUTURE





● **We're as Independent
as You Are!**

A NEW WAVE VISUAL
Local Bank Campaign



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"WE'RE AS INDEPENDENT AS YOU ARE"

CAMPAIGNS

OBJECTIVE

In the year 1781, the United States officially became a nation. The founding fathers chose for our national symbol the eagle; the proud, independent bird that soars high on the wind, unafraid of its solitary flight. In that same year the Congress of the United States chartered the Bank of North America in Philadelphia. This bank opened on January 7, 1782, with a total capital of \$400,000.

From that small beginning emerged the complicated banking system of today. It's a system that mistakenly fosters the assumption that bigger is better. The ever-increasing trend toward consolidation may sound appealing, but with that consolidation, the individual loses his independence.

Yet there are still those who would rather soar with the eagles than follow along with the flock. It's for these special people the image campaign, "We're As Independent As You Are", was created.

STRATEGY

Money is a very emotional subject to many people, and what to do with that money is often an emotional decision.

The image campaign, "We're As Independent As You Are", is based on an image song. Music speaks to the listener on an emotional level; the sub-conscious level where many of our monetary buying decisions are made. By using music, your message is conveyed in the most effective manner possible.

Theme consistency in your advertising is essential. Using the same theme throughout all your advertising is the most efficient way to advertise. Commercial extenders using the theme, "We're As Independent As You Are", are included in your campaign materials. These extenders allow you to expand your advertising campaign.

In your multi-media advertising, you need to continue your new theme into your print ads; camera-ready art work is provided to facilitate this.



CAMPAIGNS

"WE'RE AS INDEPENDENT AS YOU ARE"

Page Two

EXECUTION

To begin your new campaign, you should start with a heavy schedule of your image song alone; the less clutter, the more readily you become associated with your new theme. For this reason, we recommend that you have your image song customized with the name of your bank.

Once your image of "We're As Independent As You Are" is established through your image song, you're ready to expand and lengthen your advertising campaign with the commercial extenders.

Your print advertising must also maintain your new theme continually from the beginning of your new image campaign. The camera-ready art work designed for the "We're As Independent As You Are" campaign is perfect for this.

All the elements necessary for you to mount a successful advertising campaign are here in your "We're As Independent As You Are" campaign materials.

SUMMARY

The following summarizes the advantages of your "We're As Independent As You Are" campaign:

- * Money is an emotional subject. There is no better way to advertise an emotional subject than through an emotional medium. Music is the most successful way to advertise.
- * Extender spots lengthen the life of your image campaign while maintaining theme consistency.
- * Continue your theme throughout all your advertising. Camera-ready art work is included to help you carry your theme into your print advertising.



CAMPAIGNS

"WE'RE AS INDEPENDENT AS YOU ARE"

(A-6239 - contemporary country)

Demonstrated for: Bank

Customized line: "At State Street Bank"

LINE:

1. "You need a way to bank that's like your way of life,
2. Independent through and through.
3. We've got that hometown pride,
4. That comes from deep inside,
5. (*Investing in you,*)
6. We're as independent as you are.
7. You've got a lot to do that means so much to you,
8. Sometimes you don't know where to start.
9. We're here to help you,
10. When you need a helping hand,
11. (*Investing in you,*)
12. We're as independent as you are."

CUT:

1. :59 - CAMPAIGN SONG - Customized for demonstration purposes
2. :59 - Generic version - Full vocal
3. :59 - EXTENDER SPOT #1 - "IT'S A WONDERFUL BANK"
4. :60 - Generic version
5. :62 - EXTENDER SPOT #2 - "REACTION"
6. :62 - Generic version
7. :61 - EXTENDER SPOT #3 - "DECLARATION OF INDEPENDENCE"
8. :60 - Generic version

CAMPAIGN SONG - additional versions

9. :59 - :01 intro/:08 vocal/:23 bed/:27 vocal close
10. :59 - :01 intro/:08 vocal/:37 bed/:13 vocal close
11. :59 - :46 bed/:13 vocal close
12. :29 - Full vocal
13. :29 - :01 intro/:08 vocal/:07 bed/:13 vocal close
14. :29 - :16 bed/:13 vocal close
15. :10 - Full vocal
16. :59 - instrumental
17. :29 - instrumental
18. :10 - instrumental

LINES:

- (1-2) (7-12)
- (1-2) (11-12)
- (11-12)
- (1-6)
- (1-2) (5-6)
- (5-6)
- (5-6)



CAMPAIGNS

"WE'RE AS INDEPENDENT AS YOU ARE"
EXTENDER #1: "IT'S A WONDERFUL BANK"

For customized sample, see;
DISC 52, SIDE 2, CUT 3

:59 SCRIPT - Requires: Male

FX: WIND BLOWING/SOMEONE WALKING IN SNOW/FAINT XMAS MUSIC

VOICE: "What am I gonna do about all my Christmas bills?
It's gotten out of hand. Maybe people would have
been better off if I had never been born."

YOU: "Ahh, you can't really mean that."

VOICE: "Who are you, uh, where did you come from?"

YOU: "Uh, that's not important. What is is finding a
solution to your problem. Have you tried switching
banks?"

VOICE: "You think it's as simple as that?"

YOU: "Well, it can be, if the bank you're switching to is
_____."

VOICE: "But I need...independence. Yeah, independence."

YOU: "Well, _____ is the bank that's as in-
dependent as you are. All decisions made right here,
by people you know and can talk to any time."

VOICE: "Sounds great."

YOU: "It's a wonderful bank. Come by _____
first thing tomorrow morning and let me show you
around. Together we'll come up with a solution you
can live with."

(Cont'd)

Support Stage 5, Page 1116



CAMPAIGNS

"WE'RE AS INDEPENDENT AS YOU ARE"
EXTENDER #1: "IT'S A WONDERFUL BANK"

Page Two

VOICE: "Thanks."

YOU: "Oh, don't mention. Hey, we'd better get out of the
way...Here come the _____ singers."

MUSIC: UP AND OUT



CAMPAIGNS

"WE'RE AS INDEPENDENT AS YOU ARE"

EXTENDER #2: "REACTION"

For customized sample, see;
DISC 52, SIDE 2, CUT 5

:62 SCRIPT - Requires: Male

FX: STREET SCENE/LIGHT TRAFFIC IN BACKGROUND

YOU: *"Excuse me? I'd like to ask you a question."*

VOICE: *"Is this a man-on-the-street interview?"*

YOU: *"I don't think anyone could mistake you for a man-on-the-street."*

VOICE: (LAUGHS) *"Thank you."*

YOU: *"What I wanted to know is how you'd react if your bank changed policies effecting you without first consulting you."*

VOICE: *"Umm...I'd probably be upset."*

YOU: *"Upset?"*

VOICE: *"Well...Angry."*

YOU: *"Just angry?"*

VOICE: *"Oh, maybe I'd call some friends...People I know, and we could all get together and...(SHOUTING) BURN THE PLACE DOWN! GET THE TORCHES! I DON'T WANT TO SEE..."*

YOU: *(INTERRUPTING) "Take it easy. It was just a question. Besides, if you bank at _____, that'll never happen."*

VOICE: *"Why's that?"*

(Cont'd)



CAMPAIGNS

"WE'RE AS INDEPENDENT AS YOU ARE"

EXTENDER #2: "REACTION"

Page Two

YOU: "_____ is locally owned. They're hometown folks with more than a passing interest in the community. So _____ will never make a policy decision without consulting you first."

VOICE: "Good."

YOU: "_____. They're as independent as you are."

VOICE: "Any more questions?"

YOU: "Well...I was suppose to ask you about...the I.R.S."

VOICE: (SHOUTING) "HANGING'S TOO GOOD FOR THEM! WAIT'LL I GET MY HANDS ON THEIR CHICKEN NECKS, I'LL BEAT THEM TO A PULP. THEY WON'T BE ABLE TO SIT DOWN FOR WEEKS. I'LL GET INTO..."



CAMPAIGNS

"WE'RE AS INDEPENDENT AS YOU ARE"

EXTENDER #3: "DECLARATION OF INDEPENDENCE"

For customized sample, see;
DISC 52, SIDE 2, CUT 7

:61 SCRIPT - Requires: Male or Female

FX: MARCHING FEET/DRUMBEAT/OFFICER CALLING

ANNCR: "It wasn't so terribly long ago that a small band of embattled farmers challenged the awesome military might of the world's greatest empire."

FX: VOLLEY FIRE AND SHOUTING

ANNCR: "They did it to have a say in their own destiny. Yet what have we learned in the years since?"

MUSIC: CHANGE TO PATRIOTIC BACKGROUND

ANNCR: "Today we still find ourselves dancing to a tune called thousands of miles away from home, and paying the piper for the privilege. What was true of governments in those embattled farmers' day is true of financial institutions today. You can't expect a board of directors seated in a skyscraper half a country away to understand the problems and needs of a community like ours. The time has come to declare our own independence; financial independence, and work with a bank run by our friends and neighbors; people with a personal interest in our future. For the continued growth and prosperity of our community, we all need a bank that's as independent as we are."

YOU: "This message brought to you by _____.

_____, we're as independent as you are."



CAMPAIGN ARTWORK SUGGESTED USES



1. In a newspaper ad.



2. On a billboard.



3. On window banners.



4. As a TV super.

The above suggestions are only a few of the many possible layouts and applications for this campaign logo.

The following page provides "Camera-ready art" for use by a printer in reproducing the campaign logo. Any of the logos provided may be reduced or enlarged photographically, and reproduced in any color or colors desired.





**We're as Independent
as You Are!**



**We're as Independent
as You Are!**



**We're as Independent
as You Are!**



**We're as Independent
as You Are!**





WE'RE AS
INDEPENDENT
AS YOU ARE.



WE'RE AS
INDEPENDENT
AS YOU ARE.



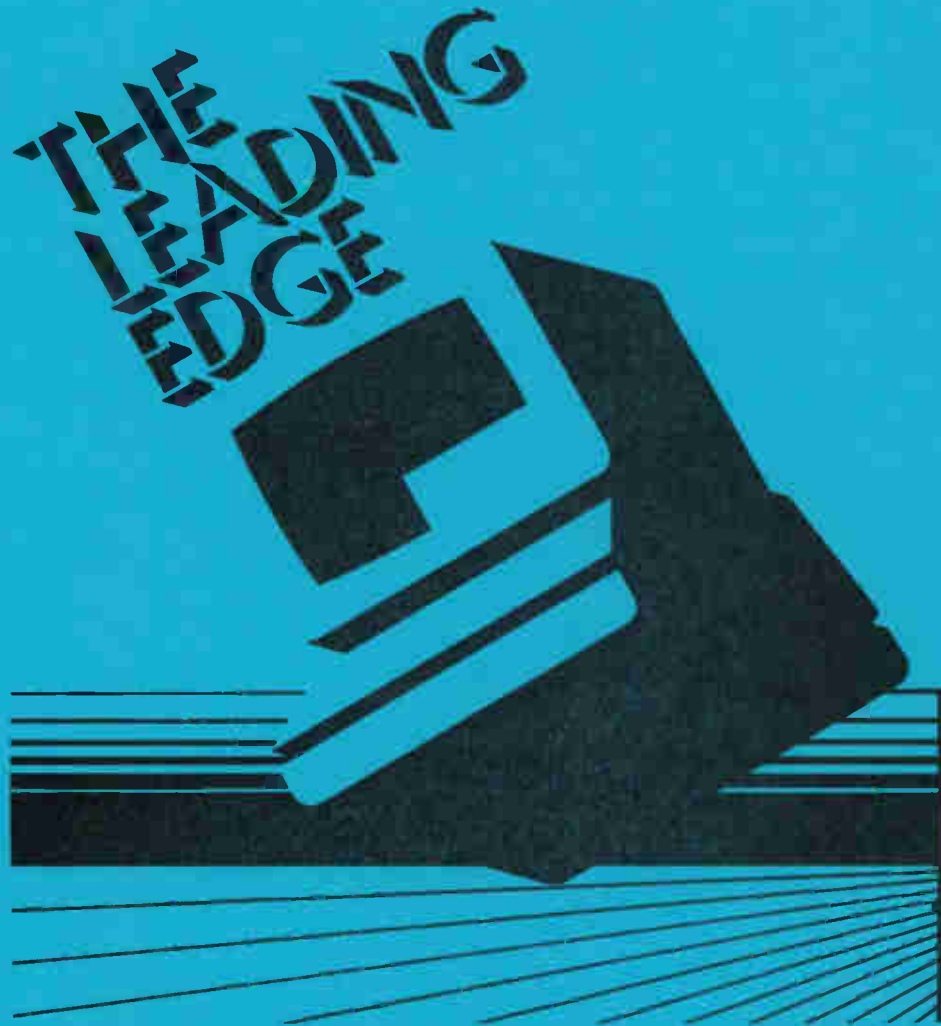
WE'RE AS
INDEPENDENT
AS YOU ARE.



WE'RE AS
INDEPENDENT
AS YOU ARE.



MASTERPLAN



A NEW WAVE VISUAL

Office Supply Center Campaign



MASTERPLAN

"THE LEADING EDGE"

CAMPAIGNS

I. OBJECTIVE

The quote, "I git there furstest with the mostest," is commonly ascribed to Confederate General Nathan Bedford Forrest (1821--1877). While it's only conjecture whether or not the brilliant calvary commander ever uttered this remark, it certainly does accurately describe his method for winning battles.

Forrest realized that timing was critical in determining the outcome of an engagement, just as it is today in such areas as new product introduction.

Nowhere is this more evident than in regards to office equipment. Every day dealers vie to be first with new copiers, computers, software. And you're right in there with the rest of them.

Through the years you've earned a reputation for your business of being out front of the pack...on the "leading edge" of the new technology. The time has come to solidify this reputation in a way that will leave no doubt in anyone's mind as to which business is best for business innovations.

With this in mind, we present your new image..."THE LEADING EDGE."

II. STRATEGY & EXECUTION

If your reputation didn't support this claim, it would be a hollow image. But you do strive constantly for your position of technical leadership in the office equipment field, and this image tells one and all you're not about to abandon your efforts for anyone.

Best of all, it does it in the same way preferred by so many national advertisers...with music. Over 80% of all national broadcast advertising use music in one form or another. The reason is simple. Music works, reaching each prospect on a variety of different levels, both conscious, and sub-conscious.

Music has proven motivational strength, and also adds greatly to any message's memorability.



"THE LEADING EDGE"

CAMPAIGNS

Together with sample scripts and camera-ready artwork, the music forms a complete, multi-media campaign that leaves no doubt in anyone's mind as to which business is "THE LEADING EDGE" in your market.

The reason we provide you with all of these materials, including the artwork, is because we realize the importance of theme consistency to the effectiveness of your campaign. It is imperative that you present the same image to your prospects in all of the media you use.

III. SUMMARY

The promise you make, as conveyed by your campaign song, scripts, and artwork, is to provide your customers with the latest, "state-of-the-art" office equipment with which to accomplish their tasks.

To recap several of the ways this campaign accomplishes this:

- * Your new theme of "THE LEADING EDGE" reinforces your reputation of technological leadership.
- * At the core of your new campaign is a theme song, utilizing one of the most effective elements available to today's advertiser, music.
- * We further insure the success of your new campaign by providing the necessary elements (sample scripts & artwork) to insure theme consistency.

Once you begin to utilize the different elements of your new campaign you'll become aware of the solidification of the reputation you've striven for through the years...that of "THE LEADING EDGE."



CAMPAIGNS

"THE LEADING EDGE"

(A-5105 - strong, contemporary rock)

Demonstrated For: Office Supply Center

Customized Line: "Capital Business Machines"

LINE:

1. *"(The leading edge,)*
2. We're the leading edge.
3. Keeping up with business today is hard to do,
4. But we've got what it takes to keep you in front,
5. We'll make it easy.
6. We bring technology to your business,
7. We make technology work for you,
8. *(The leading edge,)*
9. We're the leading edge,
10. Welcome to your future,
11. We'll show you the way.
12. Keeping up with business today is hard to do,
13. But we've got what it takes to keep you in front,
14. We'll make it easy.
15. *(The leading edge,)*
16. We're the leading edge."

CUT:

1. :60 - CAMPAIGN SONG - Customized for demonstration purposes
2. :60 - Generic version - Full vocal
3. :60 - EXTENDER #1 - "THE LEADING EDGE"
4. :60 - Generic version
5. :61 - EXTENDER #2 - "RETIREMENT PARTY"
6. :61 - Generic version
7. :60 - EXTENDER #3 - "AFTER HOURS"
8. :60 - Generic version

CAMPAIGN SONG - additional versions

9. :60 - :00 intro/:03 vocal/:27 bed/:30 vocal close
10. :60 - :00 intro/:03 vocal/:52 bed/:05 vocal close
11. :60 - :55 bed/:05 vocal close
12. :31 - Full vocal
13. :31 - :01 intro/:03 vocal/:22 bed/:05 vocal close
14. :31 - :26 bed/:05 vocal close
15. :10 - Full vocal

LINES:

- (1-2) (8-16)
- (1-2) (15-16)
- (15-16)
- (8-16)
- (8-9) (15-16)
- (15-16)
- (14-16)

16. :60 - instrumental
17. :31 - instrumental
18. :10 - instrumental



CAMPAIGNS

"THE LEADING EDGE"

EXTENDER #1: "THE LEADING EDGE"

For customized sample, see;
DISC 53, SIDE 1, CUT 3

:60 SCRIPT - Requires: Male or Female

MUSIC: UP TO SUPPORT

FX: ELECTRONIC NOISES IN BACKGROUND

VOICE: "In the not-too-distant future, voice-activated typewriters and computers that reason for themselves will be common place. But in the meantime, how can you be sure your business is taking advantage of all the advances in office technology?"

YOU: "Use the phone."

VOICE: "The phone?"

YOU: "And call _____."

VOICE: "An office supply company?"

YOU: "_____ is much more than paperclips and push-pins. It's got the equipment and expertise to insure your company stays on the leading edge of technology, today and tomorrow."

VOICE: "An office supply company?"

YOU: "You said that."

VOICE: "An office sup-sup-sup..."

FX: HAND POUNDING METAL (THUNK)

YOU: "There."

VOICE: "Thanks. Must've been a loop in my circuits."

(Cont'd)



CAMPAIGNS

"THE LEADING EDGE"

EXTENDER #1: "THE LEADING EDGE"

page two

YOU: " _____ also offers repair and replacement parts service on what they sell."

VOICE: "Good idea. Wait...My sensors detect an imminent aural stimulation transmission."

YOU: "A what?"

VOICE: "A jingle. Watch out."

MUSIC: UP AND OUT



CAMPAIGNS

"THE LEADING EDGE"

EXTENDER #2: "RETIREMENT PARTY"

For customized sample, see;
DISC 53, SIDE 1, CUT 5

:61 SCRIPT - Requires: Male or Female

FX: DOOR OPEN/PARTY SOUNDS WITH NOISEMAKERS/PEOPLE LAUGHING

YOU: *"Oh, excuse me."*

VOICE: "Come in."

YOU: *"I can't, really. I'm looking for the Thurgood Company."*

VOICE: "This is it."

YOU: *"Oh, it is? Well, I can come back another time."*

VOICE: "Come on in. This is just a retirement party."

YOU: *"Who's it for?"*

VOICE: "The company typewriter."

YOU: *"A typewriter?"*

VOICE: "Yep. Forty years of faithful service. There's talk we might be getting a... 'lectric typewriter. Have you ever heard of such a thing?"

YOU: *"Yes, I have."*

VOICE: "You have?!"

YOU: *"Yes, I'm from _____, and we've got full lines of electric typewriters, computers, copiers, dictation machines..."*

VOICE: "Wow, what will they think of next?"

(Cont'd)



CAMPAIGNS

"THE LEADING EDGE"

EXTENDER #2: "RETIREMENT PARTY"

page two

YOU: *"I don't know, but you'll see it first at _____
_____. You see, we're the leading edge when
it comes to office equipment and supplies."*

VOICE: *"Boy, you're timing couldn't have been better."*

YOU: *"Well, _____ is always around when you
need them."*

VOICE: *"Great. You think you might have replacement glass
for our time clock?"*

YOU: *"I don't know. Is it broken?"*

VOICE: *"Yeah, and all the sand keeps running out."*

YOU: *"All the sand keeps running out."*



CAMPAIGNS

"THE LEADING EDGE"

EXTENDER #3: "AFTER HOURS"

For customized sample, see;
DISC 53, SIDE 1, CUT 7

:61 SCRIPT - Requires: Male

MUSIC: UP TO SUPPORT

FX: SHUFFLING PAPERS/OPENING DESK DRAWERS/LIGHT SWITCHED ON

YOU: *"Okay, put'em up real slow."*

VOICE: *"Uh-oh."*

YOU: *"Get those hands up."*

VOICE: *"But, officer, I can explain. Really."*

YOU: *"I suppose you're going to tell me you work here."*

VOICE: *"Well, not exactly. You see, uh, I'm the..."*

YOU: *"Well?"*

VOICE: *"I'm the office fairy."*

YOU: *"No you're not. He's taller and hangs out by the water cooler."*

VOICE: *"No, really. And I just came here to...uh...replace this old typewriter."*

YOU: *"Wrong. See, I know these folks here do business with _____."*

VOICE: *"No wonder business had been kinda slow."*

YOU: *"Knock it off. Practically everyone in the building depends on _____ for all their office equipment and supplies."*

(Cont'd)



CAMPAIGNS

"THE LEADING EDGE"

EXTENDER #3: "AFTER HOURS"

page two

VOICE: "I knew I should've visited more often."

YOU: *"Heh, it won't work."*

VOICE: "So you don't believe I'm the office fairy, huh?"

YOU: *"Heh, heh, only if you believe I'm Santa Claus."*

VOICE: "Well, it works for me. I'll be going now."

YOU: *"Freeze!"*

VOICE: "Look, if it's about the milk and cookies last year, Santa, I'm sorry they were stale, but I work nights, and it's hard..."

MUSIC: UP AND OUT



CAMPAIGN ARTWORK SUGGESTED USES



1. In a newspaper ad.



2. On a billboard.



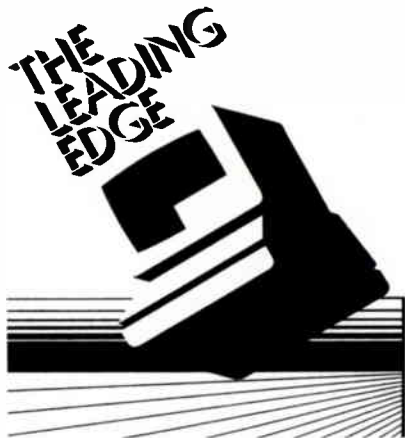
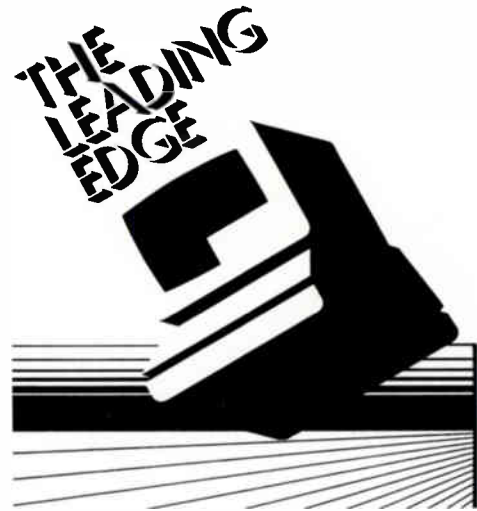
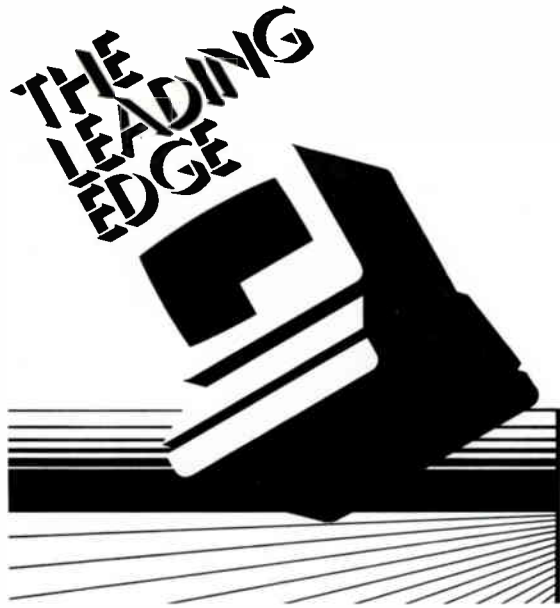
3. On window banners.



4. As a TV super.

The above suggestions are only a few of the many possible layouts and applications for this campaign logo.

The following page provides "Camera-ready art" for use by a printer in reproducing the campaign logo. Any of the logos provided may be reduced or enlarged photographically, and reproduced in any color or colors desired.





MASTERPLAN

**WE'RE MOVING
AHEAD OF THE REST!**



A NEW WAVE VISUAL

Moving and Storage Campaign





"WE'RE MOVING AHEAD OF THE REST"

CAMPAIGNS

I. OBJECTIVE

Chances are you're aware that twenty percent of the nation's population moves each year. From this one can infer that in five years, the whole country will be living at a new address.

Well, not really. You know it doesn't work like that. But from your position within the moving business, you do realize the impact our society's mobility has had on your industry.

You're also cognitive of the need for a well-formed, well-directed image that reflects your company's capabilities to potential customers. Because the demand is growing for services such as yours, the need for such an image has never been greater.

You see yourself as being progressive, professional, personal...In short, a leader among the moving community. You offer the most up-to-date services tempered with experience. You need an image that can convey these salient points succinctly.

You need "WE'RE MOVING AHEAD OF THE REST."

II. STRATEGY & EXECUTION

There's a certain appeal to double entendres in advertising. That is phrases that can be taken more than one way, such as your new image of "WE'RE MOVING AHEAD OF THE REST."

It actually makes two statements for you at once. It confers a position of leadership among movers on you. It also infers an element of speed, something highly desirable to a vast majority of your potential clientele. We are a society unaccustomed to waiting for anything, whether it's a meal at a restaurant or our furniture arriving on time.

To increase the impact of your new theme, we've reinforced the message with the advertising element preferred by over eighty percent of all national broadcast advertisers... music.



CAMPAIGNS

"WE'RE MOVING AHEAD OF THE REST"

The reason for music's appeal among clients that spend millions researching advertising's effectiveness is simple. Music works...And not just on one level. Music plays upon our emotions at both the conscious and subconscious levels.

Research, and actual use, have shown music in advertising to be effective in two areas of importance to you; memorability and motivation. You want to be remembered when it comes time for someone to call a mover, and you want that call to come to you. Music can help improve your chances for both.

To further insure your theme's effectiveness, and extend the life of your new campaign, we've included sample scripts and camera-ready artwork. The artwork insures theme consistency in all of your visual advertising, and as you know, theme consistency is essential to the success of any advertising campaign.

III. SUMMARY

Music, memorability, motivation. They'd all be for naught if we weren't sure that the theme of "WE'RE MOVING AHEAD OF THE REST" accurately reflected the character of your company.

In conclusion, here are some important aspects of your new campaign we'd like you to remember:

- * That you are progressive, professional, and personal when it comes to moving is effectively conveyed by the theme.
- * As a double entendre, it also infers an element of speed, an important consideration for most potential customers.
- * It uses music, one of advertising's most effective elements, to get your message across.
- * That together with the other elements provided, you have all the materials for a long-lasting campaign.



CAMPAIGNS

"WE'RE MOVING AHEAD OF THE REST"

(A-5106 - uptempo, contemporary)

Demonstrated For: Moving and Storage

Customized Line: "Graebel Moving and Storage"

LINE:

1. "We're movin' ahead of the rest,
2. (*We're movin' ahead of the rest,*)
3. We're movin' ahead of the rest,
4. We're movin' ahead of the rest,
5. Taking care of the things you love,
6. Doin' it just like you want us to.
7. We know, we know,
8. All those things are so important to you,
9. (*We're movin', movin',*)
10. We're movin' ahead of the rest.
11. We're movin' ahead of the rest,
12. We're movin',
13. We're movin' ahead of the rest,
14. Yes we are,
15. We're movin' ahead of the rest,
16. We're movin',
17. We're movin' ahead of the rest.
18. Gettin' everything done on time,
19. Making it easy in every way,
20. We know, we know,
21. What you don't need are more delays.
22. (*We're movin', movin',*)
23. We're movin' ahead of the rest."

CUT:

1. :60 - CAMPAIGN SONG - Customized for demonstration purposes
2. :60 - Generic version - Full vocal
3. :61 - EXTENDER SPOT #1 - "KIDS"
4. :61 - Generic version
5. :61 - EXTENDER SPOT #2 - "UNMOVED"
6. :61 - Generic version
7. :61 - EXTENDER SPOT #3 - "MOVING STORY"
8. :61 - Generic version

CAMPAIGN SONG - additional versions

9. :60 - :00 intro/:05 vocal/:25 bed/:30 vocal close
10. :60 - :00 intro/:05 vocal/:44 bed/:11 vocal close
11. :60 - :49 bed/:11 vocal close

LINES:

- (1-2) (11-23)
- (1-2) (20-23)
- (20-23)



CAMPAIGNS

DISC 53, SIDE 2
(Cont'd)

CAMPAIGN SONG - additional versions (Cont'd)

LINES:

- | | | |
|-----|---|-------------|
| 12. | :30 - Full vocal | (1-10) |
| 13. | :30 - :00 intro/:05 vocal/:13 bed/:12 vocal close | (1-2)(7-10) |
| 14. | :30 - :18 bed/:12 vocal close | (7-10) |
| 15. | :10 - Full vocal | (1-3) |
| 16. | :60 - instrumental | |
| 17. | :30 - instrumental | |
| 18. | :10 - instrumental | |



CAMPAIGNS

"WE'RE MOVING AHEAD OF THE REST"

EXTENDER #1: "KIDS"

For customized sample, see;
DISC 53, SIDE 2, CUT 3

:61 SCRIPT - Requires: Male

FX: VACUUM CLEANER/DOORBELL/TURN OFF VACUUM CLEANER

WOMAN: "Who's that?"

YOU: *"It's your surprise."*

WOMAN: "What surprise? Harry, there's a moving van out front.
What have you done?"

FX: DOOR OPENS

YOU: *"Come on in. You can start in the kitchen."*

WOMAN: "Harry!"

YOU: *"We're moving to Dubuque."*

WOMAN: "You could have told me a little sooner. There's so
much to do."

YOU: *"It's all taken care of... _____ will
handle everything. When it comes to moving, _____
_____ is moving ahead of the rest."*

WOMAN: "That's very comforting to know. You mean they'll
handle all the packing and unpacking?"

YOU: *"Yes."*

WOMAN: "Carefully so nothing gets broken?"

YOU: *"That's right."*

WOMAN: "In otherwords..."

(Cont'd)



CAMPAIGNS

"WE'RE MOVING AHEAD OF THE REST"

EXTENDER #1: "KIDS"

page two

YOU: " _____ will take care of it all, so
we can relax."

WOMAN: "Harry, there is one more thing."

YOU: "Yes, dear?"

WOMAN: "Do you think the movers will pick the children up at
school on their way to Dubuque?"

YOU: "Children?"

WOMAN: "Yes, yours and mine. They'll love Dubuque."

MUSIC: UP AND OUT



CAMPAIGNS

"WE'RE MOVING AHEAD OF THE REST"

EXTENDER #2: "UNMOVED"

For customized sample, see;
DISC 53, SIDE 2, CUT 5

:61 SCRIPT - Requires: Male or Female

MUSIC: FAIRY TALE SUPPORT

YOU: *"Once upon a time, a beautiful princess married a handsome prince, but she refused to leave her castle to live with him."*

VOICE 1: "Listen, Stephanie, my sweet. This is ridiculous. What on earth's keeping you here? Is it a magic spell? A witch's curse? What?"

VOICE 2: "Oh, I don't know a mover I can trust with all my belongings."

VOICE 1: "You don't...And for that you'd sacrifice a happy ending? Just pick one! The Yellow Pages are full of them!"

FX: DOOR OPENS AND CLOSES

VOICE 3: "You called, sire?"

VOICE 1: "Not you, Yellow Page. The book."

VOICE 2: "Oh, I can't trust just anyone with my spinning wheel that spins gold, and my coffee grinder that makes gems, and my..."

VOICE 1: "Oh, honestly, Stephanie!"

YOU: *"But the princess remained...unmoved by all his pleas, until one day when the prince heard of _____."*

(Cont'd)



CAMPAIGNS

"WE'RE MOVING AHEAD OF THE REST"

EXTENDER #2: "UNMOVED"

page two

VOICE 1: "I did?"

YOU: *"Yeah, just now, from me."*

VOICE 1: "Oh."

YOU: *"The prince and the princess let _____
move them to their dream castle, where they lived
happily ever after."*

VOICE 1: "Stephanie, don't you have a coffee grinder that actually
grinds coffee?"

YOU: *"Well, almost."*



CAMPAIGNS

"WE'RE MOVING AHEAD OF THE REST"

EXTENDER #3: "MOVING STORY"

For customized sample, see;
DISC 53, SIDE 2, CUT 7

:61 SCRIPT - Requires: Male or Female

MUSIC: TO SUPPORT

YOU: " _____ presents another... 'Moving Story.' "

VOICE: (SOBBING)

YOU: "Why are you crying?"

VOICE: "I always cry when I hear a moving story."

YOU: "It's not that kind of moving story."

VOICE: "It's not?"

YOU: "No. This is the kind about moving from one place to another."

VOICE: (SOBBING)

YOU: "What is it now?"

VOICE: "That's even worse. Things are always getting lost or broken."

YOU: "No...When you move with _____, you're moving ahead of the rest."

VOICE: "A likely story."

YOU: "Look, what's it gonna take to convince you that _____ is moving ahead of the rest, with fast, professional, courteous movers who really care about their customers?"

(Cont'd)



CAMPAIGNS

"WE'RE MOVING AHEAD OF THE REST"

EXTENDER #3: "MOVING STORY"

page two

VOICE: "Fifty dollars."

YOU: *"Fifty...? I don't have fifty dollars!"*

VOICE: "Oh, that's all right. I'll just take this."

YOU: *"Wait! That's my micro-"*

MUSIC: AFTER SHORT STATIC PAUSE



CAMPAIGN ARTWORK SUGGESTED USES



1. In a newspaper ad.



2. On a billboard.



3. On window banners.



4. As a TV super.

The above suggestions are only a few of the many possible layouts and applications for this campaign logo.

The following page provides "Camera-ready art" for use by a printer in reproducing the campaign logo. Any of the logos provided may be reduced or enlarged photographically, and reproduced in any color or colors desired.



**WE'RE MOVING
AHEAD OF THE REST!**



**WE'RE MOVING
AHEAD OF THE REST!**



**WE'RE MOVING
AHEAD OF THE REST!**



**WE'RE MOVING
AHEAD OF THE REST!**





MASTERPLAN



VARIETY'S
YOUR
BEST
POLICY

A NEW WAVE VISUAL

Insurance Services Campaign



MASTERPLAN

CAMPAIGNS

"VARIETY'S YOUR BEST POLICY"

OBJECTIVE

The first accident insurance company to receive a charter in the United States, was the Travelers Insurance Company of Hartford, Connecticut. The charter, issued June 17, 1863, provided for the issuance of accident insurance to cover travel accidents only. In 1864, this was amended to include accidents of every description.

Insurance is big business and each company believes it has the right policy to cover every need for every one. But as an independent insurance broker, you know better. And the ability to offer a variety of insurance companies, as well as policies, is an advantage to both you and your customers. To promote this advantage, you need an advertising image that's designed just for you. "Variety's Your Best Policy" is this image.

STRATEGY AND EXECUTION

Insurance has become a necessary part of today's life. It's a complicated fact of life that needs a specialist to translate the ins and outs of the insurance world to the average person. As that specialist, you're able to fit the insurance policy and company to the client.

To fit your advertising needs, you realize that an appropriate image is needed in order to promote your company. "Variety's Your Best Policy" says exactly what you want your image to say.

The "Variety's Your Best Policy" campaign is based on an image song. Music is the best way to advertise. It touches the listener in an emotional way and is remembered much longer than mere words.

Begin your new image campaign with a saturated schedule of the image song alone. This will help you establish your new image of "Variety's Your Best Policy" in the mind of the listener. Having your image song customized allows the listener to associate you with your image more quickly.

Once your new image is accepted by your potential customers,



CAMPAIGNS

"VARIETY'S YOUR BEST POLICY"
PAGE TWO

you're ready to expand your advertising to include the various aspects of your business you want to emphasize. The commercial extenders, included in your campaign materials, allow you to highlight these aspects while maintaining theme consistency and lengthening the life of your campaign.

Theme consistency is an important principle of advertising. Using more than one image at a time can confuse your potential customers and waste your advertising dollar.

The same principle holds true in your print advertising. You need to coordinate the theme of your print advertising with the theme of your broadcast advertising. Camera-ready art work, utilizing your theme of "Variety's Your Best Policy," is contained in your campaign materials. To avoid possible confusion, begin to use the "Variety's Your Best Policy" logo in your print ads when you start your new broadcast campaign.

"Variety's Your Best Policy" is an advertising campaign that contains everything you need to mount a successful advertising campaign.

SUMMARY

The following summarizes the salient points of your "Variety's Your Best Policy" campaign:

- * Your advantage is your variety of companies and policies. Take advantage of it with the image "Variety's Your Best Policy."
- * Music is the best way to advertise. This campaign is based on an image song.
- * Commercial extenders lengthen the life of your campaign while maintaining theme consistency.
- * Camera-ready art work allows you to easily coordinate your theme with both your broadcast and print ads.



CAMPAIGNS

"VARIETY'S YOUR BEST POLICY"

(A-5107 - reassuring, contemporary)

Demonstrated for: Insurance Services

Customized Line: "Ellingson and Jones Insurance Services"

LINE:

1. "Where variety's your best policy,
2. *(Any kind of insurance need,)*
3. You choose the company.
4. Find the best with folks who care,
5. Your best protection's with us,
6. With us,
7. Where variety's your best policy.
8. Where variety's your best policy,
9. *(Find the best with folks who care,)*
10. Your best protection's with us.
11. There's no need to worry when you're with us,
12. *(We're helpin' you, protecting you,)*
13. Where variety's your best policy."

CUT:

1. :59 - CAMPAIGN SONG - Customized for demonstration purposes
2. :59 - Generic version - Full vocal
3. :59 - EXTENDER SPOT #1 - "VARIETY SHOW"
4. :59 - Generic version
5. :59 - EXTENDER SPOT #2 - "POLICY DECISION"
6. :59 - Generic version
7. :59 - EXTENDER SPOT #3 - "STRICTLY BUSINESS"
8. :59 - Generic version

CAMPAIGN SONGS - additional versions

9. :59 - :00 intro/:07 vocal/:23 bed/:29 vocal close
10. :59 - :00 intro/:07 vocal/:44 bed/:08 vocal close
11. :59 - :51 bed/:08 vocal close
12. :30 - Full vocal
13. :30 - :00 intro/:07 vocal/:15 bed/:08 vocal close
14. :30 - :22 bed/:08 vocal close
15. :09 - Full vocal
16. :59 - instrumental
17. :30 - instrumental
18. :09 - instrumental

LINES:

- (1)(8-13)
- (1)(12-13)
- (12-13)
- (8-13)
- (8)(12-13)
- (12-13)
- (11-13)

MASTERPLAN

CAMPAIGNS

"VARIETY'S YOUR BEST POLICY"

EXTENDER #1: "VARIETY SHOW"

For customized sample, see:
DISC 54, SIDE 1, CUT 3

:60 SCRIPT - Requires: Male

FX: AUDIENCE APPLAUSE

MUSIC: VARIETY SHOW OPEN

YOU: "It's time for the _____ insurance
services variety show! And here's your host, Tom
Martin!"

MUSIC: DOWN

FX: APPLAUSE TRAIL OFF

YOU: "Well, Tom, what do you have for us today? Will we
enter a fiery building to see the destructive power
of ordinary household items?"

VOICE: (SLIGHTLY PANICKY) "No! I want to..."

YOU: "Then what will you do on the _____
variety show?"

VOICE: "Show how by offering a variety of commercial and
residential policies from a number of different
companies, we can increase your coverage and save
money at the same time."

YOU: (FORCED SMILE) "That doesn't sound very exciting."

VOICE: "Unless you're excited by the idea of improving your
insurance coverage for less than you're currently
spending."

YOU: "Don't you have some...ferocious animal you could
show?"

VOICE: "Nope. Just lots of variety in insurance plans, and
variety's your best policy."

YOU: "Swell."

VOICE: "I can make a quarter disappear. Do you have one?"

YOU: "Sure, here."

FX: COIN DROPPING/DOOR OPENS AND CLOSES

VOICE: "Goodbye."

MUSIC: UP AND OUT

MASTERPLAN

CAMPAIGNS

"VARIETY'S YOUR BEST POLICY"

EXTENDER #2: "POLICY DECISION"

For customized sample, see:
DISC 54, SIDE 1, CUT 5

:60 SCRIPT - Requires: Male

MUSIC: UP AND OUT

FX: PHONE RING AND PICKUP/OFFICE NOISE IN BACKGROUND

YOU: " _____ insurance services. (PAUSE)
Stand by for a call from whom? (PAUSE) Harry,
get over here!"

VOICE 1: "What is it?"

YOU: "Hello, Mr...(PAUSE) No formalities. Right, sir.
What can I do for you? (PAUSE) Harry, it's him!"

VOICE 1: "Him who?"

YOU: "What's that, sir? Well, _____ insurance
services handle a variety of different policies
from the nation's leading insurers. (PAUSE) Yes,
sir, I know the importance of good coverage. (PAUSE)
Yes, I think we can also help you cut the budget."

VOICE 1: "What budget? Who is it?"

YOU: "Well, sir, as I mentioned before, we handle a
variety of different policies. (PAUSE/LAUGH)
Yes, sir, there I go again. Uh, but it's true.
Here at _____ insurance services, vari-
ety's your best policy. (PAUSE) Yes we have com-
mercial and residential policies. (PAUSE) No, sir...
Residential, not Presidential. (PAUSE) Yes, sir.
I'll be waiting to hear from you. Goodbye."

FX: DOOR OPENING

VOICE 1: "Ed, was that really...?"

YOU: "Probably Tom in accounting joking around."

VOICE 2: "Hi, guys."

YOU/VOICE 1: "Tom?"

FX: RUNNING DOWN THE HALL

MASTERPLAN

CAMPAIGNS

"VARIETY'S YOU BEST POLICY"

EXTENDER #3: "STRICTLY BUSINESS"

For customized sample, see:
DISC 54, SIDE 1, CUT 7

:60 SCRIPT - Requires: Male

MUSIC: TO SUPPORT

YOU: *"An important message for businessmen."*

WOMAN: (CLEARING THROAT)

YOU: *"And businesswomen. What plans have you made to insure your company's future?"*

WOMAN: *"I'm having lunch with our biggest client to discuss increasing the volume of business we do."*

YOU: *"That isn't what I meant. I'm referring to insuring your business against loss or..."*

WOMAN: *"I already have insurance."*

YOU: *"But many policies don't consider the vast technological changes of recent years, or give price breaks for improved anti-theft or fire prevention programs."*

WOMAN: *"You have a solution?"*

YOU: *"_____ insurance services. They handle policies from a variety of different companies specializing in commercial and business insurance, including Chubb. _____ insurance services, where variety is your best policy."*

WOMAN: *"Thank you. Could we discuss this further over lunch today?"*

YOU: *"Lunch?"*

WOMAN: *"It's strictly business...for now."*

YOU: *"Oh."*

MUSIC: UP AND OUT



CAMPAIGN ARTWORK SUGGESTED USES



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2. On a billboard.



3. On window banners.



4. As a TV super.

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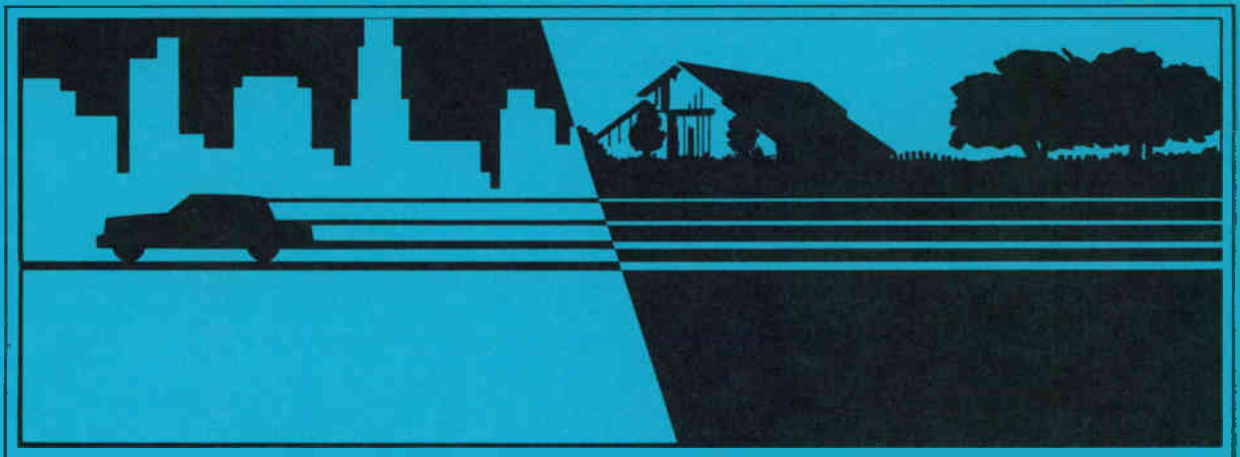








THE STREET-WISE CHOICE.



A NEW WAVE VISUAL

Car Dealer Campaign





"THE STREET-WISE CHOICE"

CAMPAIGNS

I. OBJECTIVE

Under the glare of the showroom lights, reflected with blinding brilliance by highly polished chrome and waxed finishes, reeking of factory-fresh upholstery, every new car is the car of the year.

The difference begins out on the street. The street separates the cars sleek in looks from those sleek in performance.

You know this, because yours are the cars that command attention on the streets; the cars that elicit a turn of the head as they pass. Anyone can coax peak performance from a car under laboratory conditions. Yours are known to excel in the everyday world on roads less than perfect in many ways.

Because of this distinction, we've coined the phrase, "THE STREET-WISE CHOICE" as an advertising description for your inventory.

II. STRATEGY & OBJECTIVE

It is not enough, however, merely to satisfy ourselves with this clever phrase. We must also insure its impact. We must present it in such an effective manner so as to rival the response to your cars.

How? With the way preferred by more broadcasting advertisers...with music! The testament of music's effectiveness is the fact that over eighty percent of all national broadcast advertisers use music in one form or another.

There can only be one reason why so many companies spending millions of dollars annually on research and advertising would prefer music over all the other elements available. Music works! It's unmatched for memorability and motivation, proven time and again by research and actual use.

Music alone won't insure the success of your new image. To this end we've provided both sample scripts, to demonstrate how the image can be adapted to your advertising needs, and camera-ready artwork enabling you to incorporate your new theme in all of your print advertising, point-of-



"THE STREET-WISE CHOICE"

CAMPAIGNS

purchase to billboards.

The image of "THE STREET-WISE CHOICE" confers on your cars and trucks a sense of common appreciation. Instead of clouding the issue with difficult to decipher phrases, you've brought the whole process down to... street level, because it is here that most car decisions are made.

To guarantee the effectiveness of your new campaign, we recommend theme consistency. Instead of confusing potential buyers with a torrent of images, remain "THE STREET-WISE CHOICE" in all of your advertising, print and broadcast.

III. SUMMARY

There's no doubt in our minds that once you begin to use "THE STREET-WISE CHOICE" as your total image, you'll be the clear choice for an ever-increasing number of customers.

To briefly recap the major considerations of this campaign;

- * Your cars have earned a reputation for performance and dependability, not on some test track, but on the street, where it counts. This lends credibility to the selection of "THE STREET-WISE CHOICE" as your new image.
- * The crucial element of the campaign is your new theme song, as it utilizes music to increase both memorability and motivation.
- * The sample scripts and camera-ready artwork help insure theme consistency, a vital consideration in all advertising.

"THE STREET-WISE CHOICE." Make it your choice for powerful, on-target advertising, beginning now.



CAMPAIGNS

"THE STREET-WISE CHOICE"

(A-5111 - hard hitting, very contemporary)

Demonstrated for: Car Dealer

Customized Line: "Downtown Motors"

LINE:

1. "The street-wise choice,
2. (*The street-wise choice,*)
3. We're gonna put you behind the wheel,
4. Of a real machine,
5. A drivin' machine.
6. The street-wise choice,
7. Power, comfort and style.
8. (*We know what you want,*)
9. 'Cause we're street-wise.
10. The street-wise choice,
11. The street-wise choice,
12. We've got the car you want,
13. All the service and quality,
14. We've got low prices,
15. We're the dealer you're lookin' for.
16. The street-wise choice,
17. (*The street-wise choice,*)
18. Street-wise."

CUT:

1. :60 - CAMPAIGN SONG - Customized for demonstration purposes
2. :60 - Generic version - Full vocal
3. :60 - EXTENDER SPOT #1 - "HOLD UP"
4. :60 - Generic version
5. :61 - EXTENDER SPOT #2 - "EXCUSES"
6. :61 - Generic version
7. :60 - EXTENDER SPOT #3 - "HARD CHOICES"
8. :60 - Generic version

CAMPAIGN SONGS - additional versions

9. :60 - :00 intro/:05 vocal/:25 bed/:30 vocal close
10. :60 - :00 intro/:05 vocal/:46 bed/:09 vocal close
11. :60 - :51 bed/:09 vocal close
12. :30 - Full vocal
13. :30 - :00 intro/:06 vocal/:16 bed/:09 vocal close
14. :30 - :21 bed/:09 vocal close
15. :09 - Full vocal
16. :60 - instrumental
17. :30 - instrumental
18. :09 - instrumental

LINES:

- (1-2)(10-18)
 (1-2)(16-18)
 (16-18)
 (10-18)
 (10-11)(16-18)
 (16-18)

MASTERPLAN

CAMPAIGNS

"THE STREET-WISE CHOICE"

EXTENDER #1: "HOLD UP"

For customized sample, see:
DISC 54, SIDE 2, CUT 3

:60 SCRIPT - Requires: Male

FX: LIGHT TRAFFIC BKG/TYPICAL STREET SCENE

YOU: *"Hi! I'm here today conducting a man-on-the-street interview for _____."*

FX: CAR HORN HONK/CLOSE PERSPECTIVE TO SPEAKER

VOICE 1: (SHOUTING) *"Hey! You wanna get outta the street?! You're holding up traffic!"*

VOICE 2: (WOMAN) *"Hold up?!" (SCREAMS)*

YOU: *"There seems to be something happening here."*

FX: POLICE WHISTLE

VOICE 3: *"Freeze!"*

YOU: *"Me?"*

VOICE 3: *"Put that thing down and get over against the wall."*

YOU: *"Look, officer, this must be some kind of mistake."*

VOICE 3: *"Yeah, and you made it. You have the right to remain silent."*

YOU: *"But I don't want to...Look, I'm doing a man-on-the-street interview for _____."*

VOICE 3: *"Tell it to the judge. Come on, we're going to the station."*

YOU: *"Station? In this car?"*

VOICE 3: *"Yeah, what about it?"*

YOU: *"Well, right now it's worth more if you trade it in on one of the new _____ models at _____."*

VOICE 3: *"Inside."*

FX: CAR DOOR OPEN/GET INSIDE CAR/CAR DOOR CLOSSES

YOU: *"Doesn't matter what condition it's in. See, here's the money. Use it as a down payment, or anything you like."*

(Cont'd)



CAMPAIGNS

"THE STREET-WISE CHOICE"
EXTENDER #1: "HOLD UP"

page 2

VOICE 3: "Is this some kind of bribe?"

YOU: "No, it's some kind of sale, going on right now
at _____, the street-wise choice."

VOICE 3: "Gee, that is a lot of money."

FX: STARTING CAR AND SIREN

YOU: "And it's yours...But the flashing lights have to go."

MUSIC: UP AND OUT

MASTERPLAN

CAMPAIGNS

"THE STREET-WISE CHOICE"

EXTENDER #2: "EXCUSES"

For customized sample, see:
DISC 54, SIDE 2, CUT 3

:60 SCRIPT - Requires: Female

MUSIC: TO SUPPORT

FX: PHONE RING AND PICKUP/VOICE TWO FILTERED

YOU: "Hello?"

VOICE: "Miss Vaughn? (SNIF)

YOU: "Yes."

VOICE: (SNIFFING) "This is Mr. Parker, your driving instructor."

YOU: "You sound terrible!"

VOICE: (SNEEZE) "I know. I was calling to say I couldn't make our lesson."

YOU: "You poor thing."

VOICE: (COUGH) "Yeah, I've got a terrible head cold."

YOU: "And on the day you were picking up your new car from _____, too."

VOICE: "New car? (COUGH)"

YOU: "Yes. You told me last week, remember?"

VOICE: "But, darn, you're right! (SNIFFLE)"

YOU: "You said that _____ gave you a great trade-in deal for your old car, even considering the condition it was in."

VOICE: (COUGH) "Yeah, that's right. They did."

YOU: "I guess this means I'll have to wait till next week to break in your new car from _____."

VOICE: (COUGH) "Next week? I don't know. The doctors said I might not recover."

YOU: "Ever?"

VOICE: "For years. (COUGH) They suggested I change jobs, even find a new surrounding."

(Cont'd)



CAMPAIGNS

"THE STREET-WISE CHOICE"

EXTENDER #2: "EXCUSES"

page 2

YOU: "Oh?"

VOICE: "I just thought I'd call before I drove..."

YOU: (INTERRUPTING) "Drove?"

VOICE: "Uh, flew...flew away."

MUSIC: UP AND OUT

MASTERPLAN

CAMPAIGNS

"THE STREET-WISE CHOICE"

EXTENDER #3: "HARD CHOICES"
For customized sample, see:
DISC 54, SIDE 2, CUT 7

:60 SCRIPT - Requires: Male

FX: SOUND OF SWEEPING BARE FLOOR/SOMEONE KICKS METAL TRASH CAN

YOU: "Hey, 'scuse me. I-I didn't see you standin' there."

VOICE 1: "Oh, it's all right."

YOU: "Kinda late ta be here at _____. They closed hours ago."

VOICE 1: "I know. I-It's just that I-I can't make up my mind."

YOU: "Ah, know how it is. _____ offers such an incredible selection of cars and trucks...All reasonably priced. And they back'em all with good service ta boot."

VOICE 1: "Well, that's not my problem."

YOU: "Oh, I see. You know what you want, but you just can't make up your mind which options to get."

VOICE 1: "That's not it either."

YOU: "Hmmm. Then I don't quite see what your problem could be."

VOICE 1: "I-I'm trying to decide whether I should wear my magenta blazer with orange trim or my vermilion Computer Club letter sweater to pick up my new car."

YOU: "Oh, hey, that is a problem. Well, I guess I'll be seeing you around _____. I couldn't miss you with a wardrobe like that."

FX: SWEEPING/KICKS TRASH CAN

YOU: "'Scuse me. Didn't see you there."

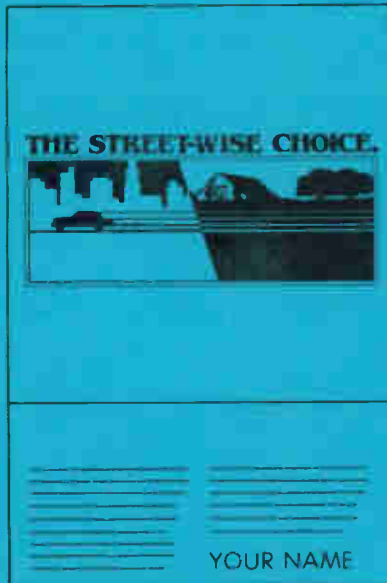
VOICE 2: (WOMAN) "I've got a problem."

YOU: "Yeah, doesn't everybody?"

MUSIC: UP AND OUT



CAMPAIGN ARTWORK SUGGESTED USES



1. In a newspaper ad.



2. On a billboard.



3. On window banners.

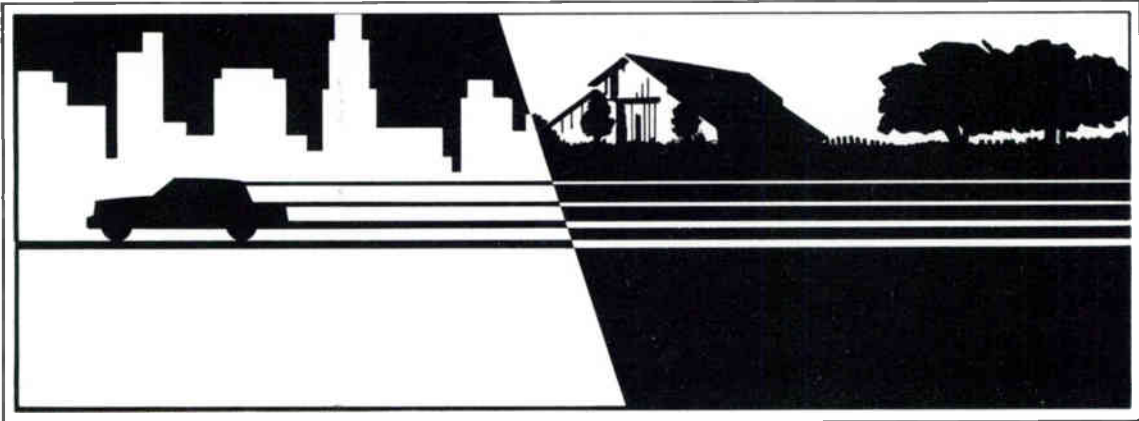


4. As a TV super.

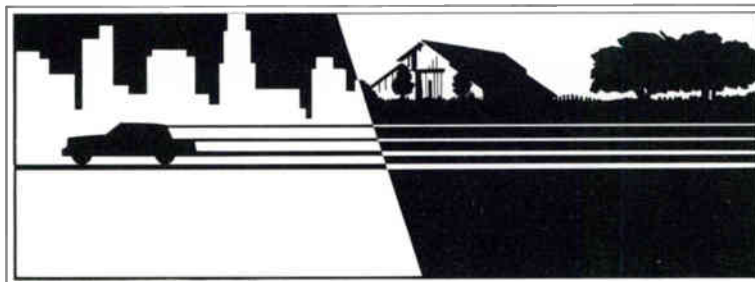
The above suggestions are only a few of the many possible layouts and applications for this campaign logo.

The following page provides "Camera-ready art" for use by a printer in reproducing the campaign logo. Any of the logos provided may be reduced or enlarged photographically, and reproduced in any color or colors desired.

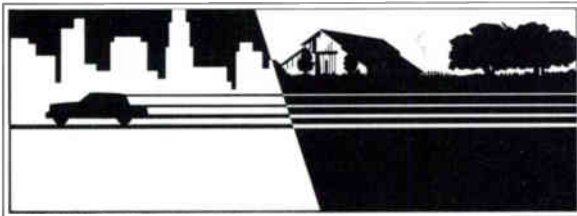
THE STREET-WISE CHOICE.



THE STREET-WISE CHOICE.

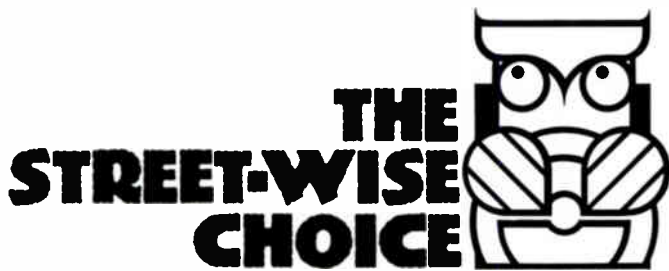
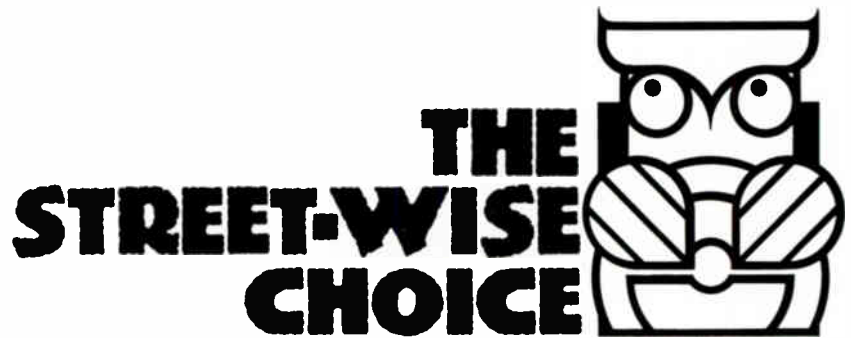


THE STREET-WISE CHOICE.



THE STREET-WISE CHOICE.





MASTERPLAN

**We've Got
a Good Thing
Going!**



A NEW WAVE VISUAL

Travel Agency Campaign



MASTERPLAN

"WE'VE GOT A GOOD THING GOING"

CAMPAIGNS

I. OBJECTIVE

In 1492 Columbus sailed the ocean blue...But when he got to the new world, he discovered his travel agent had neglected to make reservations for him. Luckily the natives were friendly and he was able to make do.

Of course, traveling didn't begin with Columbus. Since the beginning of time humans have yearned to see what was over the next hill. Today both business and pleasure can make it necessary to travel, to the next town, or around the world.

The number of miles we travel annually is on the rise, and so are the number of travel agents ready to make all the arrangements to see our trips go smoothly, from checking on immunizations and passport photos to booking reservations and arranging sightseeing tours.

You know, because you're part of this growing number. To help you stand apart from the steadily increasing number of travel agencies in the potential traveler's mind, we've created an advertising image for you. It's "WE'VE GOT A GOOD THING GOING."

II. STRATEGY & EXECUTION

The image of "WE'VE GOT A GOOD THING GOING" is only a start. What it says to prospective travelers is that they can depend on you for whatever it is that travel agents do. But how it's said can be just as critical as what it says. That's why to introduce your new image we've selected the advertising element preferred by more national advertisers...MUSIC.

Name brand advertisers, advertising agencies, and research firms spend billions of dollars annually to test the effectiveness of various advertising components. The result? Over eighty percent of all national broadcast advertisers use music in one form or another.

The reason is simple. The research, and actual use, have shown music to be unmatched for memorability and motivation.

Because of this, we selected a musical image to present your new theme of "WE GOT A GOOD THING GOING" to the travel market.



"WE'VE GOT A GOOD THING GOING"

CAMPAIGNS

Remember when we said that "WE'VE GOT A GOOD THING GOING" says prospective travelers can depend on you for whatever it is that travel agents do? This aspect is important!

The flexibility of your new theme enables you to highlight any aspect of your operation; from exotic tours to convenient payment plans. Flexibility is essential for the success of a long-term campaign.

And a long-term campaign is just what "WE'VE GOT A GOOD THING GOING" is! To insure longevity, we've included a number of sample scripts to show how the theme can adapt to the many services you offer. And because theme consistency is crucial to the success of any advertising campaign, we've even included camera-ready artwork for use in your print advertising.

III. SUMMARY

When taken together, the image song, sample scripts, and artwork provide all the necessary elements for a powerful multi-media campaign.

To briefly recap the details regarding your new image:

- * Competition for travel business is increasing. Your new image of "WE'VE GOT A GOOD THING GOING" helps you stand out in prospective travelers' minds.
- * Your new image is flexibility enough to highlight all the services you offer.
- * It is presented in the way preferred by more national advertisers...by music.
- * Together with all the components included, you have all the elements necessary for an effective, long-term campaign.

With your new image of "WE'VE GOT A GOOD THING GOING," you'll go a long, long way toward monopolizing the travel business in your market.



CAMPAIGNS

"WE'VE GOT A GOOD THING GOING"

(A-5109 - strong, positive contemporary)

Demonstrated For: Travel Agency

Customized Line: "The Travel Center"

LINE:

1. "We've got a good thing goin',
2. Whether you're travelin' around the world,
3. Whether you're travelin' across the state,
4. We're gonna make that trip,
5. The trip of your life.
6. We've got a good thing goin',
7. We've got a good thing goin',
8. We've got a good thing goin',
9. *(We've got it goin',)*
10. Come go with us.
11. Gettin' you there on time and right in style,
12. We've got a good thing,
13. Savin' you money,
14. And givin' you a smile that'll last all your travelin' miles.
15. We've got a good thing goin',
16. We've got a good thing goin',
17. We've got a good thing goin',
18. *(We've got it goin',)*
19. Come go with us."

CUT:

1. :60 - CAMPAIGN SONG - Customized for demonstration purposes
2. :60 - Generic version - Full vocal
3. :60 - EXTENDER SPOT #1 - "NEW WORLDS"
4. :60 - Generic version
5. :60 - EXTENDER SPOT #2 - "OFF SEASON"
6. :60 - Generic version
7. :60 - EXTENDER SPOT #3 - "ON LINE"
8. :60 - Generic version

CAMPAIGN SONGS - additional versions

9. :60 - :00 intro/:03 vocal/:29 bed/:28 vocal close
10. :60 - :00 intro/:03 vocal/:53 bed/:04 vocal close
11. :60 - :56 bed/:04 vocal close
12. :31 - Full vocal
13. :31 - :00 intro/:03 vocal/:24 bed/:04 vocal close
14. :31 - :26 bed/:04 vocal close
15. :10 - Full vocal

LINES:

- (1)(11-19)
- (1)(18-19)
- (18-19)
- (1-10)
- (1)(9-10)
- (9-10)
- (7-10)



DISC 55, SIDE 1

CAMPAIGNS

CAMPAIGN SONGS - additional versions (Cont'd)

- 16. :60 - instrumental
- 17. :31 - instrumental
- 18. :10 - instrumental

MASTERPLAN

CAMPAIGNS

"WE'VE GOT A GOOD THING GOING"

EXTENDER #1: "NEW WORLDS"

For customized sample, see:
DISC 55, SIDE 1, CUT 3

:60 SCRIPT - Requires: Male or Female

FX: TELEPHONE RING AND PICKUP/VOICE TWO FILTERED

YOU: "Hello, _____."

VOICE: "Eh, I'd like to take a trip."

YOU: "Fine. Where to?"

VOICE: "Well, I haven't made uppa my mind. You see, I'm a looking for...new worlds to explore."

YOU: "_____ can certainly help you there."

VOICE: "Uh, but my money, she's a limited."

YOU: "No problem. _____ has a number of budget tours to exciting and unusual places around the world."

VOICE: "Ahh, holda the boat...You said around a the world?"

YOU: "What?"

VOICE: "You said, 'around a the world.' You mean, the world, she's a really round?"

YOU: "Of course."

VOICE: "Oh, I'm so happy. All a this time I been telling the King the world, she's a round, but he have none of that."

YOU: "Uh, yes, uh, well, perhaps you'd like to come by _____ and look at all our travel literature."

VOICE: "A sure thing."

YOU: "I know that here at _____, we'll find a trip that's just right for you, Mr...?"

VOICE: "Oh, Columbus. Hey, you got any pleasure cruises? You know, Love Boats?"

YOU: "Of course, Mr. Columbus."

VOICE: "Eh, just call me Chris."

YOU: "Uh, listen, Chris, how were you planning on paying for this? Bankcard? Check?"

VOICE: "No, no, no, no...Jewels."

YOU: "Jewels?"

MUSIC: UP AND OUT



CAMPAIGNS

"WE'VE GOT A GOOD THING GOING"

EXTENDER #2: "OFF SEASON"

For customized sample, see:
DISC 55, SIDE 1, CUT 5

:60 SCRIPT - Requires: Male

FX: HORSES IN FOREGROUND/TROOPS IN BKG/SYNTHESIZED WIND

VOICE 1: "A report for Napoleon."

VOICE 2: "Yes, what is it?"

VOICE 1: "We've lost another battalion since yesterday.
They just wandered off in the snow."

VOICE 2: "I don't know why I let the travel agent talk me
into this trip to Russia during the off season.
I must've been crazy!"

YOU: *"Please, my emperor, keep your voice down. The
men are already talking."*

VOICE 2: "Let them."

YOU: *"May I suggest that next time you go to _____
_____?"*

VOICE 2: "Is it warm there?"

YOU: *"It's a travel agency."*

VOICE 2: "My traveling days are through. I just want to go
back to France, settle down, and rule the people."

YOU: *"But you might change your mind. _____
offers fast, professional service to an endless
variety of destinations."*

VOICE 2: "You think they could recommend someplace warm?
Perhaps an island somewhere?"

YOU: *"I'm sure of it. _____ can handle all
the arrangements."*

VOICE 2: "And after a little time off, perhaps I'll feel
better. Tell me, do you think it snows like this
in Belgium?"

YOU: *"Anyplace in particular?"*

VOICE 2: "Ummm, Waterloo."

YOU: *"Oh, we'll ask _____."*

MUSIC: UP AND OUT

MASTERPLAN

CAMPAIGNS

"WE'VE GOT A GOOD THING GOING"

EXTENDER #3: "ON LINE"

For customized sample, see:
DISC 55, SIDE 1, CUT 7

:60 SCRIPT - Requires: Male or Female

MUSIC: TO SUPPORT

YOU: *"Did you know that every day fifteen million Americans travel on the road or in the air 100 miles or more from home?"*

VOICE: *"No, but I can believe it."*

YOU: *"And if you took all those people and put them in a single line, it would stretch clear across the country and back again?"*

VOICE: *"That I knew. See, I stood in that line just last week."*

YOU: *"What?"*

VOICE: *"At the airport, waiting for my boarding pass."*

YOU: *"You stood in line?"*

VOICE: *"Sure, doesn't everybody?"*

YOU: *"Not the people who use _____. Where have you been?"*

VOICE: *"I just told you...Standing in line."*

YOU: *"Next time go to _____. They can make all the arrangements for your next trip, business or pleasure. In fact, _____ can even give you your boarding pass so there's no more waiting in line at the airport."*

VOICE: *"Gee, I must've been in that line longer than I thought."*

YOU: *"Must've been."*

VOICE: *"Maybe I oughta tell Lindbergh about this."*

YOU: *"Lindbergh?"*

VOICE: *"The guy in front of me in the airport line. Looked like he'd been waiting a long time, and he said he was the only guy on the plane."*

YOU: *"Right."*

MUSIC: UP AND OUT

MASTERPLAN

CAMPAIGN ARTWORK SUGGESTED USES



1. In a newspaper ad.



2. On a billboard.



3. On window banners.



4. As a TV super.

The above suggestions are only a few of the many possible layouts and applications for this campaign logo.

The following page provides "Camera-ready art" for use by a printer in reproducing the campaign logo. Any of the logos provided may be reduced or enlarged photographically, and reproduced in any color or colors desired.



**We've Got
a Good Thing
Going!**



**We've Got
a Good Thing
Going!**



**We've Got
a Good Thing
Going!**



**We've Got
a Good Thing
Going!**





MASTERPLAN



**YOU CAN
DEPEND
ON US!**

A NEW WAVE VISUAL

Home Fuel Oil Campaign





"YOU CAN DEPEND ON US"

CAMPAIGNS

I. OBJECTIVE

The last thing in the world anyone needs is a fuel company that's a "fair weather friend."

A constant supply of fuel oil, even in the summer to prevent condensation inside the tank, is essential.

"Keep Full" policies have more or less, therefore, become standard among competing companies. So, too, have a variety of other services, from performing annual spot checks on the heating system to adjusted payment plans to prevent enormous fuel bills in the winter.

Still, in order to increase your share of the market, you must maintain a constant image of trust; of confidence, not so much to detract from your competitors as to boost your own prestige.

In order to accomplish this, we've developed an image for you entitled, "YOU CAN DEPEND ON US."

II. STRATEGY & EXECUTION

Trust. It's the prime ingredient in your new campaign. And it works, because no company offers the variety of services and standard of quality you do.

To help increase the impact of your new image, we've chosen the advertising element preferred by more national advertisers for memorability and motivation; music. Music is used in over eighty percent of all national broadcast advertising. Effectiveness is why.

But your new musical image of "YOU CAN DEPEND ON US" is only a single component of this multi-level campaign. We've also included sample scripts which show how your new image can be adapted to cover the wide range of services you offer.

Such flexibility in a theme is essential to insure your new campaign's longevity. Your ability to shift the emphasis of your theme from one aspect of your business to another, from season to season or even week to week, is crucial.



"YOU CAN DEPEND ON US"

CAMPAIGNS

Another important consideration in the development of any campaign is theme consistency. Your new image will work in the broadcast medium, as your song and the sample scripts show. But it's also necessary for the image to project an effective print image. To accomplish this we've provided you with a camera-ready artwork to include in all your print advertising, from Yellow Page ads to signs for your trucks.

Theme consistency is vital to the success of your new campaign. You cannot achieve your goals if you project an image of "YOU CAN DEPEND ON US" in all your broadcast advertising, and something different wherever you appear in print. All you'll do is confuse potential customers.

With flexibility, longevity, and theme consistency in mind, we've provided you with all the necessary elements to institute and maintain your new campaign for years to come.

III. SUMMARY

"YOU CAN DEPEND ON US" will be a campaign you'll come to rely on for a bright future because:

- * Trust is an important consideration in the selection of a fuel oil company, and your record for reliability supports your image.
- * It uses music to introduce the theme, creating both memorability and motivation.
- * It provides flexibility, longevity, and theme consistency through its various components; music, sample scripts, and camera-ready artwork.

"YOU CAN DEPEND ON US." It's an image you'll depend on for year round business for a long, long time.



CAMPAIGNS

"YOU CAN DEPEND ON US"

(A-5108 - uptempo, contemporary)

Demonstrated For: Home Fuel Oil

Customized Line: "Dupuis Oil"

LINE:

1. "When the cold wind blows,
2. And the winter snows,
3. Try to freeze your nose,
4. We'll keep you warm.
5. You can count on us to keep you supplied,
6. When it's cold outdoors we'll keep you warm inside,
7. You can depend on us *(to keep you warm.)*
8. Someone you can count on,
9. We're there when you need us,
10. With home fuel deliveries automatically.
11. Never need to worry about running low on fuel,
12. Keeping your supply up is our rule,
13. You can depend on us *(to keep you warm.)"*

CUT:

1. :60 - CAMPAIGN SONG - Customized for demonstration purposes
2. :60 - Generic version - Full vocal
3. :60 - EXTENDER SPOT #1 - "BY A NOSE"
4. :60 - Generic version
5. :59 - EXTENDER SPOT #2 - "MR. WIGGLES"
6. :59 - Generic version
7. :59 - EXTENDER SPOT #3 - "FROSTBITE"
8. :60 - Generic version

CAMPAIGN SONGS - additional versions

9. :60 - :00 intro/:12 vocal/:18 bed/:30 vocal close
10. :60 - :00 intro/:12 vocal/:41 bed/:07 vocal close
11. :60 - :53 bed/:07 vocal close
12. :30 - Full vocal
13. :30 - :00 intro/:12 vocal/:12 bed/:06 vocal close
14. :30 - :24 bed/:06 vocal close
15. :10 - Full vocal
16. :60 - instrumental
17. :30 - instrumental
18. :10 - instrumental

LINES:

- (1-4)(8-13)
 (1-4)(13)
 (13)
 (1-7)
 (1-4)(7)
 (7)
 **

** "When those cold winds blow, you can depend on us
(to keep you warm.)"

MASTERPLAN

CAMPAIGNS

"YOU CAN DEPEND ON US"

EXTENDER #1: "BY A NOSE"

For customized sample, see:
DISC 55, SIDE 2, CUT 3

:60 SCRIPT - Requires: Male or Female

FX: TEETH CHATTERING/WIND BLOWING

YOU: *"Cold enough for you?"*

VOICE: *"Oh, yeah...What's the temperature?"*

YOU: *"Well, I can't tell...The thermometer's all frosted over. You think we should call?"*

VOICE: *"No. T-They said they'd be here."*

YOU: *"But that was days ago. You know, if we had _____, this wouldn't happen. _____*

has automatic keep full service so you'll never run out of fuel oil...like we did."

VOICE: *"This is the first time something like this has happened."*

YOU: *"Well, if you ask me, it's one time too many. You sure you paid the bill?"*

VOICE: *"Oh, did I? The bank account's still groaning."*

YOU: *"Which brings up something else. _____ has an adjusted payment plan, so your payments are spread evenly throughout the year. I'm calling _____ and asking about their automatic keep full service."*

VOICE: *"Wait! There's an icicle growing on your nose."*

FX: BRISK SNAP

VOICE: *"There."*

YOU: *(PINCHING NOSE) "That was no icicle. That was my nose."*

MUSIC: UP AND OUT

MASTERPLAN

CAMPAIGNS

"YOU CAN DEPEND ON US"
EXTENDER #2: "MR. WIGGLES"
For customized sample, see:
DISC 55, SIDE 2, CUT 5

:60 SCRIPT - Requires: Male or Female

MUSIC: CELESTE

WOMAN: "I don't remember when he first came into my life: he was always there. Always smiling the same crooked smile, as if to say, 'there's nothing to be afraid of.' And you know what? As long as he was with me, I wasn't afraid; of the dark, or thunder and lightning, or things that go bump in the night. Oh, sure, he'd lost one button eye, and his stuffing sometimes came out in those little fluffy puffs, but I always knew I could depend on Mr. Wiggles, my Teddy Bear."

MUSIC: JINGLE TO SUPPORT

YOU: *"Someone else you can depend on is your service representative from _____. Because of _____'s automatic 'keep full' service, you'll never have to worry about your fuel oil again."*

WOMAN: "Oh, Mr. Wiggles is still around...Somewhere. But nowadays he's got some pretty stiff competition."

MAN: (LAUGHING PLAYFULLY) "Is that so?"

WOMAN: (LAUGHING PLAYFULLY) "Yes."

YOU: "_____."

MUSIC: UP AND OUT

MASTERPLAN

CAMPAIGNS

"YOU CAN DEPEND ON US"

EXTENDER #3: "FROST BITE"

For customized sample, see:
DISC 55, SIDE 2, CUT 7

:60 SCRIPT - Requires: Male or Female

MUSIC: UP TO SUPPORT

VOICE: "Does it feel like it's g-getting cooler in here to you?"

YOU: *"If your cold, why don't you just turn up the heat?"*

VOICE: "I can hardly afford to heat the place the way it is. Uh, would you care for another blanket?"

YOU: *"No thanks. Four's my limit. Haven't you ever considered calling _____?"*

VOICE: "Who?"

YOU: *"_____ . They offer automatic keep full service, and an adjusted payment plan so your fuel oil cost is spread out evenly throughout the year. _____ will even come out and check your system's efficiency to make sure it's operating at peak performance."*

VOICE: "S-Sounds f-fantastic. I'll give them a c-call."

YOU: *"Fine."*

VOICE: "Yeah, as soon as the feeling comes back in my fingers. Uh, d-do you know what frostbite looks like?"

YOU: *"No, can I look?"*

MUSIC: UP AND OUT