

Client Remodeling Show
 Product :30 TV spot
 Title "Version 1"
 Writer Warren Watson
 Date 8/12/08
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VIDEO

AUDIO

Warren OC with event in BG (Approx. :05)

Music: Fun, energetic music underneath throughout length of spot.

Warren: If you're in the home remodeling industry, the one trade show you must attend is Remodeling Show.

Broll of Remodeling show floor - WS & CUs (i.e. Reps showing attendees new products, WS of seminars, product signs, CU of power tools in action, etc., unusual and unexpected things at show). (Approx :05)

Music up for duration of b-roll.

Warren OC on Remodeling Show floor with event in BG (Approx. :10).

Music under,
 Warren: With a product showcase, clinics and business tips, Remodeling Show will help you run a better and more profitable business.

Broll of Remodeling show floor - WS & CUs (i.e. Reps showing attendees new products, WS of seminars, product signs, CU of power tools in action, etc., unusual and unexpected things at show). (Approx :05)

Music up for duration of b-roll.

Warren OC with event in BG then dissolve to Remodeling Show logo w/ voice under (Approx :05)

Music under,
 Warren: If you're in the remodeling industry, this is the one show you can't afford to miss.

FADE OUT

Music fades.



Client Remodeling Show
 Product :30 TV spot
 Title "Version 2"
 Writer Warren Watson
 Date 8/12/08
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VIDEO

AUDIO

Warren OC with event in BG (:05)

Warren: What can you find at Remodeling Show?
 In a word, everything!

Fast cuts set to music of Broll of event - WS & CUs (i.e. Reps showing attendees new products, WS of seminars, product signs, CU of power tools in action, etc., unusual and unexpected things at show). (Approx :20)

Music: Appropriate upbeat and energetic music.

Warren OC with event in BG then Remodeling Show logo up w/ voice under

Warren: So What are you waiting for? Attend a Remodeling Show in your area.

FADE OUT

Music fades.

