

## CS/GD 30-second TV Copy Exercise.

Lisa...

First thing I have to nail down is copy.

From there, I can do a timing test and begin thinking about what happens when.

And you said you wanted involvement, so I'm sending you the entire copy exercise.

Specifically: what I need you to do is approve version 2.

And if you want to see all other options, that's up to you.

Thanks!

GG

I wrote version 1 first but it's pretty tight. I took some things out in version 2, and now it breathes better. I also like the plus examples better, so I definitely recommend version 2. (Keep in mind, we need, at minimum, 3 examples of plus's to start with. And don't get hung up on food vs. people... it doesn't really matter. What does matter is interesting combinations. (Doing all food would be odd anyway, and possibly a misdirection. Meaning, folks would think "famous food combinations," and we need them thinking interesting (or notorious, or infamous or successful) duos thru time.

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### **VO COPY VERSION 1**

P plus J.

Orville plus Wilbur.

Rock plus roll.

And the next great plus?

Cornerstone Builders plus GoodDeals Appliances.

Now together, in a big, brand new store – right here in Naples.

Want to see what your dream kitchen or bath looks like... before you even build it?

Well now you can.

Cornerstone and Gooddeals... not just a great plus, but an "A" plus, too.

Now open at 6425 Naples Boulevard, next to Best Buy and CostCos.

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### **VO COPY VERSION 2 (RECOMMENDED AS-IS)**

Ruth plus Gerhig.

Popcorn plus a great movie.

Rock plus roll.

And the next great plus?

Cornerstone Builders plus GoodDeals Appliances.

Now together, in a big, brand new store – right here in Naples.

Want to see what your dream kitchen or bath looks like... before you even build it?

Get to Cornerstone plus Gooddeals, 6425 Naples Boulevard, next to Best Buy and CostCos.

And give *yourself*... an "A" plus.

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NOTE: I like the last line, but it does kiss-up a bit. I think a line speaks to the area (calls it out by name) but in a sexy / flirtatious way might be more memorable. Two quick examples:

Hey Naples, you're going to like this.

Good stuff, Naples... goooooo stuff...

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### VO COPY VERSION 3

Again, if we just add new visuals at the top of the spot = we get a new spot to air in rotation for a very nominal cost. Also, our first spot (version 2 above) is good, but it's really G-rated [ :: yawn :: ] so we could always do one that's got a little somthin' somethin' special going on. An example:

Rock plus roll.

King plus Queen

Thunder + lightning, very very frightening.

And the next great plus?

Cornerstone Builders plus GoodDeals Appliances.

Now together, in a big, brand new store – right here in Naples.

Want to see what your dream kitchen or bath looks like... before you even build it?

Get to Cornerstone plus Gooddeals, 6425 Naples Boulevard, next to Best Buy and CostCos.

Good stuff, Naples... goooooo stuff...

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G-rated commercials are okay, but generally lame. Below are some plus examples, duos that might make the spot(s) a little smarter and hipper – more fun and more geared to discerning adults. (P.S. Andy's opinion would bring a lot to this party, he's an excellent TV spot critic, he knows what's good. You don't have to ask him... just sayin.)

Martin + Lewis

Boris + Natasha

Jane + Tarzan

Cont —>

Barbie + Ken  
Anthoy + Cleopatra  
Quick Draw McGraw + Baba Looey  
Maxwell Smart + 99  
Foghorn Leghorn + the Dog  
Thelma + Louise  
Gin + Tonic  
Eisenhower + Patton  
Crockett + Tubbs  
Napoleon + Josephine  
Borg + McEnroe  
Ying plus yang  
Pebbles plus Bamm Bamm  
Rock plus Roll  
Starsky plus Hutch  
Adam plus Eve  
Hansel plus Gretal  
Abott + Costello  
Laurel + Hardy  
Bacon + Eggs  
Pancakes + maple syrup  
A milkshake float plus a cherry on top.