

## Sim Card II / New Phones Version

**Audio: If you use a cell phone, this message is for you! 2.75**

Video: multiple split screen images of assorted people on phone – kids, teens, black, white, mom, dad, business people/person.

**Audio: If you're thinking of buying a new cell phone or *changing* cell phone providers you need the Sim Card Reader. 5**

Video: Shot of woman holding two phones, one in each hand, “contemplating” phone(s)

**Audio: When you change phones or phone carriers you'll have to transfer all of your valuable phone contact information to your new phone. 7**

Video: shot of person “transferring” phone numbers – they are looking at one phone while “inputting” numbers into another phone.

**Audio: The Sim Card Reader is a simple to use revolutionary device that saves and protects all of your phone contact information. 6**

Video: assorted product shots

**Audio: All you need to do is transfer, smile and dial, it's that easy. 4**

Video: jump cuts of “putting new sim card into new phone,” “closing phone,” and actor “smiles while dials.”

**Audio: If you worry about your phone getting lost, stolen or damaged, the Sim Card Reader is for you. 4.5**

Video: actor feigning “looking for” lost phone by “patting down jacket,” “woman looking through purse”; Phone falling to ground and breaking

**Audio: The Sim Card Reader permanently stores and protects up 4 phones worth of information. 7.50**

Video: sim card product shot / shot of 4 phones by sim card reader (Or multiple split screen shots of 4 people on the screen)

35.5

CTA:

**Audio: Order the Sim Card Reader for only \$14.95 and you'll permanently save and protect all of your valuable cell phone information. 7**

Video: CG Price / phone number. CG Save and Protect (flashing)

CG: Easy to use

**Audio: The Sim Card Reader is simple to use, works with all cell phones and protects your cell phone contacts from loss or damaged phones. 7**

Video: Assorted product shots / multi screen image shot of people on their cell phones, shot of phone falling to ground and breaking

Video: CG Phone Number and Price / Works with all Cell Phones (list company names)

**Audio: Order right now and we'll also include a "Universal Mobile Phone Case," a \$9.95 value for free. Order now and receive your Sim Card Reader AND the "Universal Mobil Phone Case," both for just \$14.95. 11**

Video: CG Order Now

Video: CG Sim Card Reader

Video: Universal Mobile Phone Cases

Video: CG Price

Video: CG Free