

## **Sim Card I / Revised :60 TV DR Commercial**

**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: Just imagine your cell phone were lost or damaged what a nightmare it would be to find or replace all of your valuable contact information? 7**

Video: actor feigning “looking for” lost phone by “patting down jacket,” “woman looking through purse”.... Man actor with day planner inputting phone numbers into cell phone, woman with “phone book” inputting phone numbers into cell phone.

**Audio: It could take hours or even days to find, replace and input all of your important phone numbers into a new phone. 6**

Video: “exasperated” male actor and female actor, separately dealing with the “hassle” of looking through their “day planners” and having to input numbers into cell phone.

**Audio: Whether it’s your personal life or business life...your cell phone is your life line. 4**

Video: Reprise split screen images of kids/teens on phone, lady on phone in car, man on phone in office. (*mickey, this is a great way to get your daughter involved in one of your shoots and also she can bring her friends – how cool would that be for her????!!!*)

**Audio: Protect yourself, your phone and all of your valuable cell phone information with the Sim Card Reader. 4.5**

Video: assorted product shots – Sim Card Reader

**Audio: The Sim Card Reader is simple to use and just takes minutes to copy, save and protect all of your valuable cell phone information. 7**

Video: demo of someone using Sim Card Reader

**Audio: Considering buying a new phone or switching phone companies? No problem, just slip your sim card into the Sim Card reader and you’re ready to go with your new phone. 7**

Video: shot of “new phone” in box on table near another cell phone; sim card reader product shot; quick shot of someone “sticking a sim card into a phone.” Jump cut; male / female actor dialing a number and putting phone to ear(s).

**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

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**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 \$9.95. 11**

Video: CG Order Now

Video: CG Sim Card Reader

Video: Universal Mobile Phone Cases

Video: CG Price

Video: CG Free