

Production Company: Direct Response TV
Pouch
Writer/Producer/Director: Jeff Mustard
Commercial

Client: Kangaroo Sheet with
:60 DR TV

Video: shots of messy linen closet: a shot of a hand pulling out a "bed sheet" and a whole stack of them falling down

Audio: are your linen closets messy and unorganized, and hard to keep neat and tidy?
3.5

Video: shot of messy linen closet

Audio: if your linen closet looks like this.... 2:0

Video: shot of neat linen closet

use audio efx; fairy dust

Audio: *We can make it look like this...Fantastic!* 2.0

Video: shot of man, or woman, in "laundry room" setting folding a kangaroo pouch

Audio: The Kangaroo Sheet with the pouch is the revolutionary sheet bedding system that allows you to fold and store bed sheets and pillow cases perfectly every time. 7.5

Video: assorted shots of someone having trouble folding "regular" bed sheets (laundry room setting)

Audio: Why deal with bed sheets that are difficult to fold and impossible to store neatly in your linen closet? 4.5

Video: shot of folded up being put into storage closet with a whole bunch of other kangaroo pouches / showing

Audio: When you can use Kangaroo sheets for the perfect fold and perfect storage every time. 4.2

Video: a neat and clean linen closet show person (in bedroom on bed) removing kangaroo pouch materials revealing all the elements -- fitted sheet, top sheet, pillow cases

Audio: The Kangaroo Pouch is a soft 100% cotton, 235 thread count that comes with a fitted sheet, a flat sheet and two pillow cases. 7.5

**Production Company: Direct Response TV
Pouch
Writer/Producer/Director: Jeff Mustard
Commercial**

**Client: Kangaroo Sheet with
:60 DR TV**

Video: cg: order now

Video:cg: three colors -- white, beige, yellow

Video: cg: 100% soft cotton

Video: cg: 235 luxurious 235 thread count

Video: show the three separate colors -- either made up on a bed, or all three laid out "in the pouch" on a bed - directors choice

Audio: The revolutionary Kangaroo Pouch bed sheet system comes in three colors – white, beige, and yellow.... :06

Video: cg: all sizes available

CG: identify the sizes

CG: starting from \$29.95

CG: fitted sheet, flat sheet, two pillow cases

Audio: ...and is available in all sizes...starting from just \$29.95 each Kangaroo bedding sheet system comes with a fitted sheet, a flat sheet and two pillow cases. 7.5

Video: use a smaller box on the full screen that still has the "cg offer up" showing assorted shots of a neat linen closet filled with kangaroo pouch sheets. another shot of someone stuffing the fla sheet and pillow cases into a kangaroo pouch

Audio: Keep your linen closet neat and organized with *all your sheets* together in one single Kangaroo Pouch *for every bed* in the house 6

Video: Shot of messy linen closet

Audio: No more messy disorganized linen closets 2

Audio: Shot of the Kangaroo pouch in the final moment of being folded and then being placed in a perfectly neat linen closet

Video: With the Kangaroo pouch you get a perfect fold and a perfectly neat closet every single time. Order now! 6

Note: spot times out at 58.2 secs