

Production Company: Lifestyle Direct TV

Product: Twinner / New

Vacuum Nozzle

Writer: Jeff Mustard

Project: Direct Response

TV :60

TIME	VIDEO	AUDIO
9.5	<p><i>Production Note: fast paced, upbeat music with fast edits/cuts (classic DR spot)</i></p> <p>Female mid 40s cleaning. She is “exasperated” when trying to clean those hard to get places.</p> <p>Video to match text – show “old” vacuum trying to vacuum in hard to get places, it’s just not working.</p>	<p><b>(Note: Male Anncr VO throughout)</b></p> <p>Tired of not being able to vacuum or clean in those hard to get spots...behind furniture, under furniture, and having to make adjustments when going from hard to soft surfaces? Well not any more!</p>
15	<p><b>Option here:</b> Show a persons hand swiveling the nozzle head in all the different directions ... OR, show the nozzle head in action/use cleaning all those “hard to get places.”</p>	Made in Sweden, the Twinner is the revolutionary new vacuum nozzle that swivels, twists and turns in every direction, goes from hard surfaces to soft surfaces without any adjustments, has large fiber strips to grab hair and lint, and dual built-in magnets to pick up small metal items, so your vacuum will never clog.
24.5	<p>Show vacuum going from hard to soft surface</p> <p>ECU of Product – show the “large fiber strips”; and either show the “dual magnets if possible” or the vacuum “picking up “small metal objects”</p>	
.7	<p>Show putting Twinner on a vacuum’s nose nozzle. Show old “hose nozze” clogged with hair, lint and dust, someone throwing it in the trash and putting on the new Twinner.</p>	The Twinner is highly adaptable, fits most hose nozzles, is ultra light and super tough with no moving parts, so it will never break down.
31.5.		
.9	<p>Extreme close up of the bottom of a “another vacuum” with hair, lint and dust collected at the bottom of the nozzle, it is clogged – the woman is “disgusted” at having to pull all this goop from the nozzle. Show woman “rinsing the nozzle” under a water faucet.</p>	The Twinner has no brushes, which means that hair, lint and dust do not collect at the mouth of the suction cup. No more cleaning disgusting particles from your vacuum. The Twinner is easy to clean.
40.5		
.19.5	<p>Call to Action Box: Picture in Picture</p> <p>Video to match text: close ups of the vacuum at work and in action.</p> <p>CG all the following elements:</p> <p>Phone</p> <p>Price</p> <p>Website</p> <p>Credit Card Info\</p> <p>Call Now!</p>	Developed in Sweden with millions sold throughout Europe, the Twinner is now available in the U.S.... For only \$29.95 get the Twinner, the revolutionary new vacuum nozzle that goes from hard to soft surfaces without any adjustments, has large fiber strips to grab hair and lint, and dual built-in magnets to pick up small metal items, so your vacuum will never clog. Order the

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.60	Show video of nozzle head being washed/cleaned at water faucet.	Twiner now, call 1 -800 – 555- 5555.
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