

Production Company: Lifestyle Direct TV
Sleeves

Product: Slanket / Blanket with Long

Writer: Jeff Mustard

Project: Direct Response

TV :60

TIME	VIDEO	AUDIO
6.5	Talent – male or female to be seen “wrapping themselves up in the slanket” while standing, so we can see how big it is, then sitting down either on a couch, or on a chair, client decides on both “talent” and “action.”	<i>(Male Annncr VO Through Entire Spot)</i> Introducing the “Slanket” the best blanket ever invented. The Slanket is a gigantic fleece blanket with loose, oversized sleeves...
10	<p>In all cases where it is indicated by “Talent” let client choose the demo/person he would like to see in that shot. This opening sequence uses a variety of “talent” setting the stage for how the Slanket is used and by whom.</p> <ul style="list-style-type: none">• Talent - Shot of couple in bed -- each has their own slanket, he is using the remote control, she is reading.• Talent on Chair – man or woman (client decides) using laptop• Talent on Chair – maybe a couple of college kids playing video games, or one kid – again, client decides –• Talent on Couch – they have one slanket on for both of them, popcorn on their laps between them, in his left hand is the remote control, in her right hand she reaches for popcorn and feeds “him” some while he is flipping the channel.• Talent (presumably female) she is sitting at her desk or at a kitchen table (client decides) she is working, either paying bills at kitchen table or using a computer at the desk• Talent – Two Kid(s) in the back of a Minivan – one is playing a video game, the other is watching a movie and eating a snack.• <i>Note: each of the above “shots” are only about 1.5 seconds each. They are being shot to match the “audio” – they are “quick” shots.</i>	...you can use in bed while reading or eating, in your favorite chair to work on your lap top, or play video games, on your couch to channel surf, working at your desk, or even in the car.
16.5		
6	Go to multiple boxes on screen / squeezed down showing all the people in the various uses from above – so there will be 6 boxes	With the Slanket you always remain toasty warm and have total control no matter where you are, whatever you are

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22.5	on the screen right here, two columns of three.	doing.
10	Talent to be seen “wrapping themselves up in the slanket” while standing, so we can see how big it is, then sitting down either on the couch, or on the chair. – talent and “location” meaning the “use” tbd by the client. Or, optional, we can have two talent, presumably male and/or female they are both standing and wrapping themselves in the slanket and they “plop” on the couch. Also, over this we CG the following bullet points: <ul style="list-style-type: none">• Super Soft• Thick and Warm• 5’ Wide and 8’ Long	The Slanket is made of a super soft, thick and warm, 310 grams fleece that is more than 5 feet wide and eight feet long. The Slanket will keep you toasty warm from your neck right down to your toes.
32.5		
16	Call to Action / Sales Box. Product Shots showing assorted colors Picture in Picture Squeeze down box showing video – video in box TBD by editor. CG: Phone Website Price Credit Card info Call Now!	And best of all, the Slanket comes in four fantastic colors – Alaskan Blue, Hunter Green, Ruby Wine or Limoges. Order your Slanket today, the best blanket ever invented, for only \$35.95, order a second slanket right now and receive two for \$60, a Ten Dollar Savings.
48.5		
11	Bring in picture in picture boxes/images of the slanket in all it’s uses onto the screen. Lower Third remains Call Now, Phone number and web address. CG: The Best Blanket Ever Invented	If you want to stay toasty warm doing all the things you love while in bed, in your favorite chair, sitting on the couch, working at your desk or just playing video games, order the Slanket right now.
59.5		