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Bottoms Up
Radio Ad Campaign

CLIENT	TITLE	DATE
BOTTOMS UP	PLASTIC SURGERY	May 22, 1991

[SFX elevator bell rings, doors open and close]

CYNDY:

You've got to give me the scoop on that new sales assistant, what's her name? Barbie, Buffy, Bambi,

LISA:

Tawnee.

CYNDY:

Right. Why does she always look so good?

LISA:

Implants, gotta be.

CYNDY:

No, not that. It's her clothes. She always looks like she stepped out of a catalog or something.

LISA:

Must be Bottoms Up.

CYNDY:

I knew it, she's had a fanny lift!

LISA:

No, Bottoms Up is the name of the store! It's like a specialty shop, but with discount pricing.

CYNDY:

Promise you'll take me there this weekend before Tawnee gets all the good stuff.

[SFX elevator bell]

ANNCR

Bottoms Up. It isn't plastic surgery, it's Designer Labels for Less.

CLIENT	TITLE	DATE
BOTTOMS UP	"OUTLET BARN"	May 22, 1991

[SFX elevator bell rings, doors open and close]

CYNDY:

Congratulations. I heard about your big bonus for landing the Hays account. You owe me lunch.

LISA:

Today I'm treating myself to a new outfit. Saw it in the paper. [SFX newspaper rattling.]

CYNDY:

Nice, but don't pay full retail, go to Bottoms Up.

LISA:

Bottoms Up-- sounds like "Just Slacks."

CYNDY:

Yeah, dumb name, but they're not what you'd think.

LISA:

One of those Outlet Barns?

CYNDY:

Not at all, more like a specialty store that discounts. Probably find this same outfit for 25 or maybe even 50 percent less.

LISA:

I guess I owe it to myself to check out this Bottoms Up.

CYNDY:

Uh, You also owe me lunch.

[SFX elevator bell]

ANNCR :

Bottoms Up, it isn't just slacks or an outlet barn, it's Designer Labels for Less.

CLIENT	TITLE	DATE
BOTTOMS UP	"JUICE BAR"	May 22, 1991

[SFX elevator bell rings, doors open and close]

CYNDY:

So what did you do for your anniversary.

LISA:

Nothing, he forgot. While he's away on a major guilt trip, I'll seek revenge at the mall.

CYNDY:

Forget the mall. You need a trip to Bottoms Up.

LISA:

Bottoms Up? Is that that organic juice bar in Deep Ellum?

CYNDY:

No, Bottoms Up is clothes. Designer labels, casual wear, suits and dresses.

LISA:

Expensive? I'm using Jim's Visa card and I want it to sting.

CYNDY:

You'll save him 25 to 50 percent.

LISA:

Okay, I'll cut him some slack, he *has* given me the best five years of his life.

CYNDY:

You guys've been married eight!

[SFX elevator bell]

ANNCR:

Bottoms Up, not a juice bar, it's Designer Labels for Less.



chapter & verse
creative content

Hoechst Celanese
Employee Training Film

FADE UP INT-MS Oliver is seated in an office.

OLIVER (VOC)

Here at Hoechst Celanese, we make chemicals. The chemicals we make are used in turn by other companies to make the products we come in contact with every day. Hello, I'm Oliver Axtell, for the next few minutes we're going to take a look at just some of the many ways Hoechst Celanese Chemical Group's products are used to make the things that touch our lives.

MUSIC

CUT TO:

INT-WS of Mom and the kids at home. Mom puts the baby in the playpen and picks up the laundry basket. Inside the basket are a pair of leotards and a box of Tide with bleach. The middle child is playing with his tinkertoys.

CUT TO:

INT-MS The oldest child pours coke into a thermos from the two liter bottle on the laminated counter top. He wraps his sandwich in plastic film and puts it in his lunch box, then closes the bread wrapper.

CUT TO:

INT-MS of Dad as he changes the baby's diaper.

CUT TO:

INT-TS of Mom polishing her nails. Z-out wide as oldest child reads a book.

CUT TO:

INT-WS of garage as dad loads the boys into the car. The oldest boy carries a polyester back pack. On the shelf in the background we see a container of Peak antifreeze, several buckets of paint, mineral spirits, and a bottle of Roundup herbicide.

MUSIC OUT

CUT TO:

INT-MS Oliver in office

OLIVER (VOC)

We all know that matter is made up of tiny particles called molecules.

CUT TO:

INT-ETS A drop of water drips from a faucet.

OLIVER (VO)

Every drop contains about a quadrillion billion billion molecules.

DISSOLVE TO:

GRAPHIC Countless H₂O Molecules

OLIVER (VO)

In turn, molecules are made up of atoms. Water molecules for instance contain two hydrogen atoms and one oxygen atom. All molecules have a characteristic shape. For instance, H₂O molecules are triangular.

GRAPHIC An H₂O Molecule

DISSOLVE TO:

INT-ETS A drop of water drips from a faucet.

CUT TO:

INT-MS Oliver seated at desk

OLIVER (VOC)

What then is a chemical reaction. It is a rearrangement of molecules. When chemicals react, molecules break apart and rearrange, sometimes combining with bits and pieces of other molecules to become new substances. That's what happens to almost all of the molecules we produce, they're split apart, broken into pieces and converted into new molecules. We make lots of acetic acid-- starting with methanol.

CUT TO:

INT-WS of Mom and the kids at home. Mom puts the baby in the playpen and picks up the laundry basket. Inside the basket are a pair of leotards and a box of Tide with bleach. The middle child is playing with his tinkertoys.

OLIVER (VO)

To illustrate this chemical reaction, Lets take a look at the tinker toys we saw a child playing with earlier.

CUT TO:

INT-MS The middle child plays with tinkertoys. The tinker toys are painted different colors.

OLIVER (VO)

One molecule of carbon monoxide interjects itself into one molecule of methanol to form one molecule of acetic acid.

CUT TO:

INT-TS The tinker toys are now molecular models, the child takes a bit of one and combines it with another to simulate a chemical reaction, illustrating what Oliver is saying.

OLIVER (VO)

Notice the carbon monoxide and methanol molecules disappear and entirely new molecule-- acetic acid is formed.

CUT TO:

INT-MS Oliver in office.

OLIVER (VOC)

It's amazing when you think that so many of the things around us are really made up of different combinations of the same basic building blocks-- carbon, hydrogen, and oxygen atoms. It's a good bet that the room your sitting in right now contains atoms that were once part of a Hoechst Celanese Chemical Group product. They're in the carpet, the furniture, the wall covering-- not just in your house or office, but in your car as well.

CUT TO:

EXT-MS Dad opens the hood of the car and removes the radiator cap.

CUT TO:

EXT- TS He pours Peak Antifreeze into the radiator.

OLIVER (VO)

Just raise the hood. Your car's coolant system contains "antifreeze" a 50-50 mixture of water and ethylene glycol. In any car there is a chance that Hoechst Celanese chemical Group made some of the ethylene glycol.

CUT TO:

INT-MS Oliver in office.

OLIVER (VOC)

Ethylene glycol has another major use. It is a starting material for polyester fibers used to produce fabrics, for dozens of applications, shirts, ties, skirts, curtains and carpets.

CUT TO:

INT-MS Mom takes a robe and a nightgown out of the laundry basket and puts them on

hangars.

OLIVER (VO)

Many polyester fabrics are actually blends made with natural fibers, like cotton.

CUT TO:

INT-WS Fiber plant

OLIVER (VO)

Polyester fiber is made from polyethylene terephthalate resin: "PET resin."

CUT TO:

INT-MS The oldest child pours coke into a thermos from the two liter bottle on the laminated counter top.

CUT TO:

INT-TS Two liter bottle.

CUT TO:

INT-TS Bottle manufacturing shots.

OLIVER (VO)

PET resin has another familiar use, It's used to make two-liter plastic soft drink bottles. Actually, the production of PET resin requires not only ethylene glycol, but also a white powder called terephthalic acid.

CUT TO:

INT-MS Oliver in office.

OLIVER (VOC)

In turn, one of the starting materials for terephthalic acid is one of HCCG's most important products... Acetic acid. Acetic acid's largest use is as a raw material for a substance called vinyl acetate.

CUT TO:

INT-WS Mom is in the paint store buying paint.

OLIVER (VO)

The largest percentage of the VA we make is used to make water-based, or latex paint, which is not only odorless and easy to clean up but also quick-drying.

CUT TO:
INT-TS Paint label

OLIVER (VO)
If the label on the can says "vinyl," that means one of the starting materials for that paint was vinyl acetate.

CUT TO:
INT-TS Pigment pours into the paint can. The can is put on the shaker to get mixed.

OLIVER (VO)
But, it does not mean that vinyl acetate was mixed with pigments to make the paint. Vinyl acetate is flammable and extremely volatile.

CUT TO:
INT-TS A can of paint is opened. ZOOM OUT to reveal the kitchen as the mom begins to paint.

CUT TO:
INT-MS Yellow paint is applied to an interior wall.

OLIVER (VO)
It's not the kind of stuff you'd want to put all over the walls of your kitchen. Instead, to be used as paint, vinyl acetate must be first converted to polyvinyl acetate, an emulsion polymer.

CUT TO:
INT-WS Lab is set up to polymerize vinyl acetate.

CUT TO:
INT-TS MONTAGE OF SHOTS Lab apparatus.

OLIVER (VO)
As the vinyl acetate is added to the water, the polyvinyl acetate emulsion forms... through a chemical reaction in which the vinyl acetate molecules link to one another like paperclips in a chain.

CUT TO:
INT-MS Oliver in office.

OLIVER (VOC)
When VA reacts to form PVA, a wild substance disappears and a new, tame substance appears in its place.

CUT TO:

EXT-WS Mom is waiting with a baby carriage beside the freeway at rush hour.

OLIVER (VO)

...Vinyl acetate molecules are like cars on the freeway at rush hour.

CUT TO:

EXT-TS Mom's face is very tense, suddenly she relaxes and smiles.

CUT TO:

EXT-WS-HIGH ANGLE Now mom is waiting in a parking lot. All the cars are motionless.

OLIVER (VO)

But polyvinyl acetate molecules are like the cars in a parking lot.

CUT TO:

INT-MS The middle child makes a construction paper project with Elmer's glue.

OLIVER (VO)

Elmer's glue is a typical PVA product. The latex is so safe to handle that we let school children play with it.

CUT TO:

INT-MS Oliver in office.

OLIVER (VOC)

Hoechst also manufactures a family of acrylates, methyl, ethyl, butyl, and 2-ethylhexyl-- cousins to vinyl acetate. Just as VA's are used to make vinyl emulsions, these acrylates are used to make acrylic emulsions.

CUT TO:

INT-MS The middle child begins to paint his project with acrylic hobby paint.

OLIVER (VO)

These acrylic emulsions are used in the manufacture of acrylic paints.

CUT TO:

INT-MS Oliver in office.

OLIVER (VOC)

Some paints contain both vinyl *and* acrylic emulsions. Buy a can of vinyl acrylic paint and you double the chances that there are some Hoechst Celanese Chemical Group atoms in it.

CUT TO:

INT-MS of Mom polishing her nails. Z-out wide as oldest child reads a book.

CUT TO:

INT-TS Child runs his hand across the page of the book, shuts it, then runs his hand across the slick paper cover.

OLIVER (VO)

Another use for vinyl and acrylic emulsion polymers is in paper coating. The slicker the paper, the better the chance it is coated with a latex.

CUT TO:

INT-MS Oliver in office.

OLIVER (VOC)

Acrylates are made from acrylic acid. There's another large use today for acrylic acid...

CUT TO:

INT-MS Laboratory. The lab is set up to produce "superabsorbant."

OLIVER (VO)

...one it never had years ago. First, acrylic acid is converted to polyacrylic acid. In the process, the acrylic acid disappears. The product is not an emulsion, but rather, a granular powder that looks like table sugar.

CUT TO:

INT-MS of Dad as he changes the baby's diaper.

OLIVER (VO)

Polyacrylic acid does not behave like table sugar. Each granule can take up many times its weight in water, so much that the common trade name for the powder is "superabsorbent." Worldwide, over 200,000 tons a year are being used in superabsorbent disposable diapers.

CUT TO:

INT-TS cutie pie shot of baby making faces

OLIVER (VO)

You wouldn't put acrylic acid next to baby's skin and you're not. You're putting hydrogen, carbon, and oxygen atoms that came from acrylic acid next to baby's skin-- and that's okay.

CUT TO:
INT-MS Oliver in office.

OLIVER (VOC)

Another major product of HCCG is formaldehyde. Most of this product is used to manufacture formaldehyde resins. Formaldehyde resins are typically viscous liquids used to make adhesives.

CUT TO:
INT-MS The lab is set up to make phenolic resin.

OLIVER (VO)

For example, phenol formaldehyde resins are made by reacting formaldehyde with-- you guessed it, phenol. Almost everyone goes through life without seeing a formaldehyde resin. But the adhesives made from them are all around us.

CUT TO:
EXT-WS A home under construction. The walls are up and some of the plywood sheathing is in place.

OLIVER (VO)

Some form of formaldehyde resin is probably helping hold your house together. Formaldehyde resins are used to glue the layers of plywood together, or as a binder for particleboard, and for the layers of paper bonded together to make decorative laminates.

CUT TO:
EXT-MS Fiberglass insulation.

OLIVER (VO)

Fiberglass insulation is made by gluing glass fibers together with formaldehyde resins.

CUT TO:
EXT-MS MDI rigid foam board

OLIVER (VO)

Urethane rigid foam insulation is made starting with a formaldehyde derivative called MDI. HCCG doesn't make MDI, but we do make two other formaldehyde derivatives, TMP and Penta.

CUT TO:
EXT-MS Dad and the oldest child are on the patio spray painting a wrought iron baker's rack with spray paint.

OLIVER (VO)

Both TMP and pentaerythritol are raw materials for high-quality alkyd resins, used in paints, especially industrial finishes.

CUT TO:

EXT-TS Paint comes out of the can and covers the wrought iron.

OLIVER (VO)

For instance, the paint in aerosol cans provide a hard, durable coating and may well be made from a resin whose raw materials were Hoechst Celanese TMP and penta.

CUT TO:

EXT-MS The little boy looks to the sky and points up.

CUT TO:

EXT-TS A commercial jet thunders through the sky.

OLIVER (VO)

TMP and penta are also used to make base stocks for aircraft gas turbine lubricants. Military and commercial aircraft alike use wholly synthetic lubricants, most of which require TMP and penta base stocks.

Whenever a jet plane flies over, then, there is a good chance that some Hoechst Celanese Chemical Group atoms, originally present in formaldehyde, are helping to keep it up there.

CUT TO:

INT-MS Oliver in office.

OLIVER (VOC)

Formaldehyde is made from methanol, another important HCCG product. Methanol is a raw material for three large volume chemicals: the formaldehyde we just mentioned, acetic acid; and for methyl tertiary butyl ether. MTBE is used in gasoline as an octane improver.

CUT TO:

EXT-MS Dad pulls up at a Gas Station. He gets out and fills his tank with unleaded.

OLIVER (VO)

It used to be that addition of a few drops of tetraethyl lead to each gallon of gasoline kept car engines from knocking. Now environmental restrictions are forcing oil companies to reformulate gasoline. Most modern unleaded gas is formulated with MTBE.

CUT TO:

INT-MS Oliver seated at desk

OLIVER (VOC)

A moment ago we mentioned acetic acid. Acetic acid is made by reacting methanol with carbon monoxide.

CUT TO:

INT-TS of Mom polishing her nails.

OLIVER (VO)

Another carbon monoxide derivative is Butanol, used as a solvent and as a raw material for not only Butyl acrylate, but also butyl acetate. Butyl acetate is used to make high gloss, durable lacquer finishes, like nail polish...

CUT TO:

INT-TS Auto assembly line. (or car dealership)

OLIVER (VO)

and the color coatings and clear protective coatings used on automobiles.

CUT TO:

INT-MS Oliver in office.

OLIVER (VOC)

HCCG's atoms can turn up anywhere! The next time you buy a loaf of bread or a box of laundry detergent, consider this--Hoechst Celanese molecules may have been used to print the bread wrapper and there may be HCCG atoms in the bread itself and in the detergent!

CUT TO:

INT-MS The oldest child pours coke into a thermos from the two liter bottle on the laminated counter top. He wraps his sandwich in plastic film and puts it in his lunch box, then closes the bread wrapper.

CUT TO:

INT-TS The boy closes the bread wrapper.

OLIVER (VO)

HCCG makes normal propanol and propionic acid. N-propanol is used in printing inks, especially the flexographic inks that print plastic films like bread wrap.

Propionic acid is a raw material for calcium and sodium propionates, which are preservatives for baked goods.

CUT TO:

INT-WS of Mom and the kids at home. Mom puts the baby in the playpen and picks up the laundry basket.

OLIVER (VO)

We also make pelargonic acid. It goes through several steps to become the bleach activator in laundry detergents.

CUT TO:

INT-TS Inside the basket are a pair of leotards and a box of Tide with bleach.

OLIVER (VO)

The bleaches we use in our laundry detergents won't work at the high water temperatures normally used unless you add an activator derived from pelargonic acid.

CUT TO:

INT-MS Oliver in office.

OLIVER (VOC)

You may have heard of methyl ethyl ketone-- the inexpensive, all-purpose solvent for polyvinyl chloride plastic.

CUT TO:

INT-TS Car interior.

OLIVER (VO)

Upholstery for car seats and chairs is made by coating fabric with a solution of PVC in methyl ethyl ketone, embossing a pattern into the wet coating, then allowing the MEK to evaporate.

CUT TO:

INT-MS Oliver in office.

OLIVER (VOC)

Another good place to look for Hoechst Celanese Chemical Group molecules is in your bathroom medicine cabinet.

CUT TO:

INT-TS a bottle of aspirin and a bottle of ibuprofen.

OLIVER (VO)

Acetic anhydride is used in relatively small volume to make aspirin, APAP and ibuprofen--all pain relievers--but the large-volume use for acetic anhydride is as a raw material for cellulose acetate.

CUT TO:

INT-MS Oliver in office.

OLIVER (VOC)

Cellulose acetate was the first "man-made" fiber. It launched Celanese Corporation.

CUT TO:

INT-MS Sepia tone with flicker effects A glamorous silent movie star emotes furiously.

CUT TO:

Art card Sepia tone with flicker effects In the old days, cellulose acetate was used for motion picture film stock.

CUT TO:

INT-MS Oliver in office.

OLIVER (VOC)

Currently, cellulose acetate is used to make carpets and home furnishings, even cigarette filters.

We also make a lot of Amines.

CUT TO:

INT-WS of garage as dad loads the boys into the car. The oldest boy carries a polyester back pack. On the shelf in the background we see a container of Peak antifreeze, several buckets of paint, mineral spirits, and a bottle of Roundup herbicide.

CUT TO:

INT-TS Roundup herbicide.

OLIVER (VO)

These compounds are used in the manufacture of house and garden products, insecticides, fungicides, and herbicides such as round up.

CUT TO:

EXT-WS Dad sprays herbicide out in the yard.

CUT TO:

EXT-TS Poison Ivy gets nuked with Roundup.

CUT TO:

INT-MS Oliver in office.

OLIVER (VOC)

So that's a look at some of the uses for the molecules we make.

CUT TO:

EXT-WS Tankers or barges.

OLIVER (VO)

And we make them on a tremendous scale. These commodity chemicals travel to customers across N. America on rails and roads, up the coast in barges and to Europe, Asia, and around the world in tankers and container ships.

CUT TO:

INT-MS Oliver in office.

OLIVER (VOC)

We hope that now you're beginning to understand how the products we make are used, and the leading role they play in our daily lives. Remember... everything around us is made of molecules... these molecules are made of atoms, countless billions of them... chances are good that many of those atoms were once part of the diverse compounds we produce here at Hoechst Celanese Chemical Group.

MUSIC

CREDIT ROLL

CUT TO:

INT-WS of Mom and the kids at home. Mom puts the baby in the playpen and picks up the laundry basket. Inside the basket are a pair of leotards and a box of Tide with bleach. The middle child is playing with his tinkertoys.

CUT TO:

INT-MS The oldest child pours coke into a thermos from the two liter bottle on the laminated counter top. He wraps his sandwich in plastic film and puts it in his lunch box, then closes the bread wrapper.

CUT TO:

INT-MS of Dad as he changes the baby's diaper.

CUT TO:

INT-TS of Mom polishing her nails. Z-out wide as oldest child reads a book.

CUT TO:

INT-WS of garage as dad loads the boys into the car. The oldest boy carries a polyester back pack. On the shelf in the background we see a container of Peak antifreeze, several buckets of paint, mineral spirits, and a bottle of Roundup herbicide.

MUSIC OUT

FADE TO BLACK



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creative content

TV Spots
various

CLIENT	TITLE	DATE
JOURNEY EDUCATION	"CYBERGIRL"	March 5, 1998
VIDEO	AUDIO	
<p>Fade Up</p> <p>1. Medium shot of college dorm. A cybergirl sits at a desk using a laptop-- This chick is a robo-babe. Key Journey Education Marketing logo lower left</p> <p>2. Tight shot of Girl</p> <p>3. Wide shot of classroom</p> <p>4. Machine Gun Montage: Tight shots of various software packages C.G.: Desktop Publishing, Animation, CAD, Web Publishing, Medical, Business Software and More</p> <p>5. Tight shot of student software guide C.G.: 1-800-874-9001</p> <p>6. Tight shot of Web Page C.G.: www.journeyed.com</p> <p>7. Key logo full screen C.G.: 1-800-874-9001 www.journeyed.com</p> <p>Fade To Black</p>	<p>MUSIC UP AND UNDER</p> <p>GIRL</p> <p>SO YOU'VE GOT YOUR COOL NEW COMPUTER, AND NOW YOU NEED SOFTWARE, RIGHT?</p> <p>BEFORE YOU BUY, CONNECT WITH JOURNEY!</p> <p>JOURNEY EDUCATION MARKETING SELLS SOFTWARE TO HIGHSCHOOL STUDENTS, COLLEGE STUDENTS, AND TEACHERS FOR UP TO 75% OFF THE COMMERCIAL LIST PRICE.</p> <p>GIRL [VO]</p> <p>THEY'VE GOT PRACTICALLY EVERYTHING.</p> <p>CALL FOR A FREE STUDENT SOFTWARE GUIDE. THEY'VE GOT HUNDREDS OF TITLES— ALL UP TO 75% OFF!</p> <p>OR YOU CAN FIND THEM ON THE WEB AT WWW.JOURNEYED.COM. YOU CAN ORDER ON-LINE.</p> <p>JOURNEY EDUCATION MARKETING. IF YOU'RE A STUDENT OR A TEACHER, NOW YOU CAN AFFORD ALL THE GREAT SOFTWARE YOU'VE ALWAYS WANTED!</p> <p>MUSIC UP AND OUT</p>	

CLIENT	TITLE	DATE
Dallas Summer Boat Show	"TRADITION"	January 21, 1993

Video	Audio
<p>Fade up</p> <p>8. B-ROLL--Quick cuts of old home movies: Mom stands near the Plymouth, its tailfins gleaming. Kid romps near the lake. A ramshackle sail boat plows through the water</p> <p>B-ROLL--modern footage different kinds of boats. CG: The best deals are at the boat show!</p> <p>9. DVE FLYBY still photo of "Queen" sweeps over running footage of boats.</p> <p>10. CUT to MONTAGE of more boats... sailing, water skiing, etc. CG: \$5.00 Adults \$2.50 Children</p> <p>11. GRAPHIC Full page semi transparent logo DVE logo shrinks and moves down to bottom of screen over...</p> <p>12. Quick cuts of modern home videos: Dad at wheel of boat. Mom on deck. Grandkids romp near the lake</p> <p>Fade to black</p>	<p>Music up and under</p> <p>SFX-- movie projector</p> <p>Announcer (VO)</p> <p>THE DALLAS BOAT SHOW'S BEEN A FAMILY TRADITION FOR OVER THIRTY YEARS. NO WAY WE'D MISS IT.</p> <p>AND THIS YEAR THEY'VE REALLY GONE OVERBOARD.</p> <p>SFX-- out... Music up.</p> <p>THEY'VE EXTENDED THE SHOW TO INCLUDE THE LARGEST FLEET OF DREAMBOATS EVER, THE 38TH ANNUAL DALLAS BOAT SHOW'S REALLY MAKING WAVES.</p> <p>SEE IT AT MARKET HALL FROM FRIDAY, JANUARY TWENTY NINTH THROUGH SUNDAY, FEBRUARY SEVENTH.</p> <p>START YOUR OWN FAMILY TRADITION AT THE DALLAS BOAT SHOW.</p> <p>Music out</p>

CLIENT	TITLE	DATE
YOUNG CHEVROLET	"BACK FOR SECONDS"	April 16, 1991

Video	Audio
<p>Fade up</p> <p>1. MS of instant camera. It flashes and ejects a picture.</p> <p>C.G. [lower 1/3]</p> <p style="text-align: center;">YOUNG CHEVROLET</p> <p>2. DVE video WS of Dealership appears to flip out full screen from picture.</p> <p>3. WS of classic cars</p> <p>4. PAN of inventory</p> <p>MS of shopper browsing</p> <p>5. TS of tire being kicked</p> <p>6. WS of shopper taking test drive</p> <p>7. DIZ to MS of salesman at desk shaking hands with shopper</p> <p>8. CUT to MS of shopper driving away in new vehicle, as salesman waves goodbye</p> <p>9. GRAPHIC: Logo Signature</p> <p>Fade to black</p>	<p>Music up and under</p> <p>SFX CAMERA</p> <p style="text-align: center;">ANNOUNCER [VO]</p> <p>IF YOU WANT A GOOD MEAL FIND A RESTAURANT OWNED BY SOME ONE WHO LOVES TO COOK.</p> <p>IF YOU WANT A GOOD DEAL, COME TO A DEALERSHIP OWNED BY SOMEONE WHO LOVES CARS--</p> <p>AT YOUNG CHEVROLET. WE'VE PROBABLY GOT THE STYLE AND COLOR YOU WANT RIGHT ON THE LOT.</p> <p>AND WE'LL LET YOU LOOK AROUND AND KICK TIRES.</p> <p>YOU CAN EVEN TAKE A TEST DRIVE.</p> <p>WE THINK YOU'LL LIKE OUR NO HASSLE NO PRESSURE WAY OF DOING BUSINESS SO MUCH THAT THE NEXT TIME YOU NEED A NEW CAR, YOU'LL COME BACK FOR SECONDS.</p> <p>YOUNG CHEVROLET, YOUR NO HASSLE NO PRESSURE DEALER I-30 AT BUCKNER BOULEVARD.</p> <p>Music out</p>



chapter & verse
creative content

Executive Speech

W.R. Howell

Chairman

1994 JCPenney Allstar Awards

San Antonio, Texas

Friday, April 28th, 1995

Thank you. I would like to offer my personal thanks to each of our Allstars. No one achieves JCPenney Allstar status without setting goals and then devising a strategy for reaching those goals. In most cases, those goals would never be met without the support and understanding of family and friends.

There's been so much debate recently about family values, that we sometimes lose sight of the value of families.

The JCPenney Company *started* as a family enterprise. Mr. Penney and his wife lived above the sales floor. Their children grew up helping out. I'm sure some days many of you feel like you *live* at the store, too. But that's the level of dedication it takes to get where you are today.

As the Company grew, and more locations were added, Mr. Penney chose his associates carefully. If they were to become a member of the JCPenney family, they had to share the same values of Honor Confidence Service and Cooperation that he held so dear.

Now, in a world where our culture... our technology... and our whole business has changed, those values still stand. It may be true what they say -- that no one ever went broke underestimating the American public, but plenty of people have been morally bankrupted by doing just that. Mr. Penney had the wisdom to see the danger of underestimating customers, and he had the moral leadership to insure that his legacy, the Penney Idea, remained as the guiding principle of the great enterprise he built.

After the passage of nearly a century, our whole purpose remains to serve the public -- and we expect a fair remuneration for doing so. Each of you Allstars knows the value of service. It's service that got you here this evening.

Every item we offer the public is packed with value. We make sure it's built - in to everything we sell. Of course *value* is synonymous with many things. The customer notices the value that's synonymous with cost, expense, and price. What they may *not* recognize is the other kind of value contained in every item we offer, the value that is

synonymous with Honor, Confidence, Service, and Cooperation.

That kind of value can't be built into the merchandise, it can only come from the people behind the products. I can't imagine a better group of people to stand behind those products, than the group assembled here tonight.

[PAUSE]

I take the opportunity to say this every year, Of all the banquets, meetings, functions, and *appearances* I make every year, this is the one I really look forward to. Nothing instills the same amount of pride in me that this function does. I'm proud of all our associates, but I'm proudest of you Allstars.

Thank you for your devotion, your determination, and for "Doing It Right" day after day.



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Magazine Article

PFS Worldwide

WORLDWIDE SMARTSOURCING

PFS Becomes A Global Full Service Supply Chain Management Company

PFS has positioned itself to take full advantage of the opportunities available in a global economy by establishing Worldwide SmartSourcing. By building a global sourcing team, PFS is accepting the challenge of managing the sourcing functions of PepsiCo restaurants worldwide.

The new SmartSourcing team is charged with finding ways to take advantage of the international PepsiCo restaurants' volumes to ensure quality products at the lowest costs, improve supply chain reliability, and shorten product development cycles. In addition, they will build cost-effective supply lines in emerging markets through advanced technologies.

Worldwide SmartSourcing in effect transforms PFS into a full service supply chain management company designed to satisfy all the sourcing needs of the PepsiCo Restaurant divisions and their partners.

"The SmartSourcing concept started in Europe," says Jack Kennedy, Vice President of SmartSourcing International. "In the early '90s PFS and Pizza Hut International funded a project designed to explore synergies in sourcing for restaurants in Europe. The opportunities for saving money in food costs and distribution, and for improving quality caught the attention of KFC. They were interested in taking advantage of the SmartSourcing advantages we had discovered in Europe, Africa, and the Middle East."

Initiation of Worldwide SmartSourcing takes place in conjunction with the international organizations combining to form PepsiCo Restaurants International. Kennedy says "It's a logical

progression. We first explored ways to build synergies across countries, and then across chains. It started within Pizza Hut. We built our expertise. We took it across countries, and then across chains. We built a hub and spoke system with offices across Europe in the U.K., Germany, France, Belgium, Spain, and Poland." Once those systems were in place the next logical step was to take advantage of the same kind of opportunities around the world. "The result will be a gain in synergies throughout the chain-- procurement, supply, and distribution," he says.

The global SmartSourcing Team will be headquartered at PFS in Dallas. Jack Kennedy is responsible for the implementation and management of the SmartSourcing teams outside the United States. Vice President of Global Sourcing, Bernard Goor will be responsible for coordinating the development of people and systems, as well as import/export and strategic planning. Ken Sovey will head the North American SmartSourcing team as Senior Vice President, SmartSourcing - North America, which will combine the sourcing activities of Taco Bell, Pizza Hut, and KFC, as well as those in PFS.

Kennedy says, "Instead of three separate sourcing operations, there will now be one. The Global SmartSourcing Core will be located in Dallas with eight regional SmartSourcing hubs aligned with the Regional PepsiCo Restaurant operating regions." The restructuring of a Worldwide Network Organization presents many opportunities. He adds, "We're doing this to gain further synergies. Our procurement activities are now a part of PFS, both domestically and internationally."

In some cases, SmartSourcing will actually start with commodities. "We have some interesting stuff going on where we actually have the PFI group is going to contract grow some potatoes and deliver them to a plant where we'll have them made into french fries for our restaurant division, says Kennedy. But the synergies don't stop there.

Ken Sovey sees opportunities to cut costs and improve quality by sharing information. He says that the evolving system will offer greater opportunities to source internationally, instead of being limited to a particular geographic area. "We will have a database of information available to everyone who's involved in sourcing for PepsiCo around the world," says Sovey. "Everyone will be able to see who's buying what from whom, what they're paying, and what the opportunities might be."

The SmartSourcing team has a fivefold mission: to reduce total system costs, to build a quality advantage for stores, to reduce cycle times in product delivery and development, to increase supply reliability and flexibility, and to achieve 100% store participation.

Reducing total system costs involves new ways of looking at the costs of ownership. Bernard Goor says, "Across industries there are numerous examples of products that may be cheaper to buy from the supplier but actually cost more when you consider delivery and operations costs." Goor and his teams will be examining not only product, but the commodities those products are made from. "We are looking at total costs of ownership, from the wheat fields and the cows all the way to the store counter," he says.

Goor says, "The second imperative is to build a compelling quality advantage for the stores. This of course is a cross-functional effort with R&D/QA, Operations and Marketing." The SmartSourcing team will bring expertise in supply management to the quality process. "A higher purchasing cost for a critical ingredient can sometimes turn into a major top line improvement, as Frito-Lay demonstrated with their chip flavor profiles."

Reducing delivery lead times results in smaller inventories and fresher products. Reducing product development times results in more innovations. "You're able to release more product innovations to the market in the same time frame, and therefore re-energize the top line

on a more frequent basis." Goor says. "Reducing market development times gives you the ability to penetrate new geographical markets faster with pre-established supply lines."

The fourth imperative according to Goor, "Is to increase supply reliability and flexibility. This is critical to keep the stores supplied through swings in supply and demand and through changes in macroeconomic conditions." He cites the recent peso devaluation in Mexico as the kind of market fluctuation that can influence the supply process in a global economy.

The fifth component of the SmartSourcing mission is to achieve 100% store participation. "Our objective is to become the supply chain management company not only of the company stores, but also of the franchise and the joint venture stores." Currently, 51% of stores are company-owned, but that number is expected to decrease as the PepsiCo Restaurant divisions selectively re-franchise some markets. "It's critical for our success to convince the third party stores to source products and services through Worldwide SmartSourcing to drive costs down and quality up," Goor says. He envisions a supply chain organization that will help attract potential franchisees.

The team's emphasis on costs, quality, cycle time, supply and participation will make Worldwide SmartSourcing a strategic weapon of PepsiCo and help drive value for all PepsiCo stores.

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WORLDWIDE SMARTSOURCING STRUCTURE

The Worldwide SmartSourcing organization is a network of Regional Hubs with a single central core. Global Product Teams and a Global Systems base will help consolidate the sourcing system across regions and around the world. The Regional SmartSourcing Hubs will fuse the current purchasing resources in each region to drive essential sourcing and supply chain integration at the regional level. Regional Teams will be located next to the PepsiCo restaurant executives in each region.

Plans call for seven hubs: EURAFME (Europe/Africa/Middle East), Asia, Australia, Latin America, Mexico, Canada, and the United States. In addition to the hub locations, Satellite sourcing teams will be located in equity markets. These teams will be charged with procurement for the local stores.

Global Sourcing Teams will develop and carry out the best long term sourcing strategies for core products. These teams will be responsible for integrating global requirements, consolidating the vendor base, reducing unneeded complexity and diversification in product offerings.

Ken Sovey Profile

The new leader of the North American SmartSourcing Team sees consolidation as a big advantage.

Ken Sovey, Senior Vice President, SmartSourcing - North America, entered the restaurant business from the operations side. Ken worked for the Ponderosa Steak House chain in Atlanta, Georgia. "One Monday morning," says Ken, "I walked in and found out that the regional office was being closed because business wasn't very good. Ponderosa had an opening in their purchasing group in Dayton, Ohio so Ken, his wife Terry and their sons moved. He joined the purchasing group as an assistant director. Two years later, he was Vice President of Purchasing.

A 12-year veteran at Taco Bell, Ken knows firsthand the value of teamwork. He says his proudest accomplishment while there was helping build a strong, professional department that interacted well with other functions. "You can't operate in a vacuum," Ken says, "You have to have good relationships between the departments." He sees his new assignment as a great opportunity to align teams. "What we're all striving for is to provide PepsiCo with a competitive cost advantage in the marketplace that enables us to have a *pricing* advantage within the industry."

According to Ken, SmartSourcing will bring about expanded use of target economics. "It's a very practical, viable way of developing relationships with our suppliers. It's an open-book way of looking at the business in terms of win-win relationships. We're entitled to an *extremely* competitive price, while on the other hand, suppliers are entitled to make a fair profit." By getting all the cards on the table, and turning them face-up, everyone has an understanding

of what the costs are. We need to know what the processing, packaging, and raw material costs are, and what a reasonable return on investment is. The goal is to take costs out of the business so that everyone benefits."

At the dawn of a new Information Age, Ken sees distinct advantages to being networked with the whole planet. "While my particular responsibilities are for North America," he says "I need to be cognizant of what's going on around the world. We need to break down any barriers and look at the worldwide opportunities that exist."

Ken says that Worldwide SmartSourcing is "a wonderful opportunity for all of us to work together to provide PepsiCo Restaurants with a strategic advantage. He adds, "I think all of the groups pulling together within each division and the Dallas Hub can take a substantial amount of cost out of the business-- and that can make a *big* competitive difference."

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≡lk Roofing

sales + Marketing video

Video	Audio
<p>Fade Up Elk Logo</p> <p>1. DIZ to MONTAGE: stock shots of different kinds of homes with different types of roofs-- e.g. Irish cottage with thatched roof--</p> <p>English manor house with slate roof-- American Indian tee-pi--</p> <p>Adobe Hacienda-- Spanish Villa with tile roof,</p> <p>Log Cabin with wood shingles-- Victorian cottage with tin roof--</p> <p>end with beauty shot of typical American brick home with Elk Prestique® roof.</p>	<p>Music (warm & mellow) up and under</p> <p>Spokesperson [VO]</p> <p>NO MATTER WHERE YOU'RE FROM, THERE'S A SPECIAL FEELING YOU ONLY GET ONE PLACE... A SENSE OF BELONGING... A FEELING OF FAMILY AND WARMTH... THE FEELING THAT YOU'RE SAFE AT HOME...</p>
<p>FADE TO BLACK momentarily then FADE UP on:</p> <p>2. MS of: display of each type of material as mentioned</p>	<p>MUSIC: segue to driving, dynamic beat</p> <p>THERE ARE MANY ROOFING CHOICES AVAILABLE-- SLATE... TILE... METAL... WOOD... AND COMPOSITION.</p>

Video	Audio
<p>3. DIZ to WS of: home with Elk roofing</p>	<p>WHEN SELECTING WHICH CHOICE YOU WANT TO RE-ROOF YOUR HOME, ONLY</p>
<p>4. DIZ to MS of: same home from new angle</p>	<p>PRESTIQUE PREMIUM ROOFING BY ELK COMBINES THE EYE APPEAL OF EXPENSIVE</p>
<p>5. DIZ to TS of: same home showing roofing detail</p>	<p>NATURAL MATERIALS WITH THE SAFETY, DURABILITY AND ECONOMY OF</p>
<p>6. CUT to MONTAGE: slow dissolves of homes with Elk Roofing</p>	<p>COMPOSITION SHINGLES. THAT'S WHY WE SAY PRESTIQUE IS THE SHINGLE THAT'S A SHADE BETTER™</p>
<p>7. DIZ to Elk logo keyed over TS of: flames</p>	<p>AS MUCH AS 40% OF YOUR HOME'S EXTERIOR MAY SHOW AS ROOFING, SO IT</p>
<p>C.G.: UL Logo Class "A" Fire Rating</p>	<p>MAKES SENSE TO CHOOSE A PRODUCT THAT LOOKS GOOD AND LASTS A LONG TIME-- A PRODUCT YOU CAN TRUST, A PRODUCT WITH THE PRESTIQUE LABEL.</p>
<p>7. DIZ to Elk logo keyed over TS of: flames</p>	<p>ALL ELK SHINGLES CARRY AN UNDERWRITERS LABORATORIES® CLASS "A"</p>
<p>C.G.: UL Logo Class "A" Fire Rating</p>	<p>FIRE RATING-- THE HIGHEST RATING THERE IS.</p>
	<p>LET'S COMPARE PRESTIQUE PREMIUM ROOFING WITH <i>OTHER</i> MATERIALS.</p>

Video	Audio
<p>8. CUT to TS of: slate product</p>	<p>THE LOOK OF SLATE IS VERY APPEALING, BUT SLATE ROOFS ARE EXPENSIVE COSTING UP TO 8 TIMES AS MUCH AS COMPOSITION SHINGLES.</p>
<p>9. CUT to TS of: tile product</p>	<p>SOME PEOPLE LIKE TILE ROOFS-- VERY EXPENSIVE TO INSTALL, AND THEIR WEIGHT MAY REQUIRE ADDITIONAL STRUCTURAL SUPPORT.</p>
<p>10. CUT to TS of: cedar shakes</p>	<p>OTHERS PREFER THE NATURAL LOOK OF WOOD SHINGLES, BUT WOOD SHINGLES CAN CURL AND WARP. THEY OFFER LITTLE OR NO FIRE RESISTANCE, AND THEY LACK THE DURABILITY OF OTHER MATERIALS.</p>
<p>11. DIZ to DVE: split screen of stock footage showing homes with each type of treatment-- slate, tile, wood.</p> <p>FADE from color to black and white</p>	<p>EACH TYPE OF ROOF HAS IT'S OWN UNIQUE CHARM...</p> <p>...BUT IT ALSO HAS IT'S OWN UNIQUE DISADVANTAGES.</p>

Video	Audio
<p>12. DIZ to MS of: roof selector</p> <p>slow Z-in to TS showing colors</p>	<p>PERHAPS THAT'S WHY SO MANY HOMEOWNERS ARE CHOOSING PRESTIQUE PREMIUM ROOFING PRODUCTS TO IMPROVE THE VISUAL APPEAL OF THEIR HOMES. THAT IMPROVEMENT <i>MAY</i> INCREASE THE VALUE OF YOU HOME AS WELL.</p>
<p>13. DIZ to DVE: split screen showing beauty shots of homes featuring different types of Elk Products: Prestique II, Prestique I, Prestique Plus,</p>	<p>WITH THREE DISTINCTIVE ROOFING PRODUCTS IN A RANGE OF COLORS AND OPTIONS, PRESTIQUE PREMIUM ROOFING IS PREFERRED BY MANY ARCHITECTS, BUILDERS, AND HOME OWNERS ACROSS THE COUNTRY.</p>
<p>14. DIZ to MONTAGE factory shots of product being manufactured</p>	<p>THEY'VE COME TO KNOW OUR LONG STANDING REPUTATION FOR QUALITY MANUFACTURING STANDARDS AND INDUSTRY INNOVATIONS.</p> <p>INNOVATIONS LIKE OUR PATENTED HIGH DEFINITION LOOK...</p> <p>OUR RAISED PROFILE LOOK...</p> <p>AND OUR HIP AND RIDGE PRODUCTS...</p>

Video	Audio
<p data-bbox="110 600 690 779">15. DIZ to ANIMATION: The random cut course of a shingle peels away from the base, which then separates into it's component layers, then all the layers except the Ultra-mat disappear.</p> <p data-bbox="110 1031 641 1098">A layer of asphalt appears on top and bottom of the fiberglass</p> <p data-bbox="110 1308 597 1341">A layer of granules appears on top</p>	<p data-bbox="773 174 1463 499">PRESTIQUE PREMIUM ROOFING PRODUCTS COME IN THREE GRADES, EACH SPECIFICALLY DESIGNED TO ENHANCE THE LOOK AND EVEN INCREASE THE VALUE OF YOUR HOME.</p> <p data-bbox="773 600 1109 634">MUSIC: Up then under</p> <p data-bbox="773 674 1425 926">AT THE HEART OF ALL OUR PRODUCTS IS ULTRA MAT, A TOUGH FIRE RESISTANT FIBERGLASS BASE THAT RESISTS ROT, WARPING, AND CURLING.</p> <p data-bbox="773 1031 1414 1205">ULTRA MAT FORMS THE CORE BETWEEN TWO THICK LAYERS OF ASPHALT FOR SUPERIOR WATERPROOFING.</p> <p data-bbox="773 1308 1433 1633">FINALLY, A LAYER OF CHEMICALLY INERT GRANULES TOPS OFF EACH SHINGLE, PROTECTING IT FROM THE ELEMENTS, AS WELL AS PROVIDING THE COLOR AND SHADING.</p>

Video	Audio
<p>The individual layers converge, forming the base again.</p>	<p>MUSIC: up then under</p>
<p>The top course returns.</p>	<p>TWO LAYERS OF FIBERGLASS REINFORCED ASPHALT ARE THEN LAMINATED INTO A SINGLE UNIT.</p>
<p>16. DIZ to production line in factory as random sections are cut.</p>	<p>OUR THREE-DIMENSIONAL RANDOM CUT SECTIONS CAST DEEP SHADOWS, AND GIVE YOUR ROOF A MORE NATURAL APPEARANCE.</p>
<p>17. DIZ to display shot of three different grades</p>	<p>AND WITH THREE GRADES OF PRESTIQUE PREMIUM ROOFING PRODUCTS, DESIGNED TO FIT ANY BUDGET, THIS HIGH END LOOK IS A LOT MORE AFFORDABLE THAN YOU MIGHT IMAGINE.</p>
<p>FADE TO BLACK for a brief moment, then FADE UP on...</p>	<p>PRESTIQUE II, THE ORIGINAL MID WEIGHT LAMINATED SHINGLE IS THE BEST , MOST ECONOMICAL WAY TO STEP UP FROM</p>
<p>18. GRAPHIC: Prestique II® logo DIZ to TS of: product</p>	<p><i>ORDINARY</i> THREE TAB SHINGLES.</p>
<p>19. DVE: split screen shot of home with commodity 3 tabs side by side with same home with Prestique II</p>	<p>YOU'LL NOTICE A DRAMATIC DIFFERENCE IN LOOKS BETWEEN ORDINARY MATERIALS AND A PRESTIQUE ROOF, WITHOUT A DRAMATIC INCREASE IN <i>PRICE</i>.</p>

Video	Audio
<p>20. MS of: product on roof</p>	<p>THE RAISED PROFILE OF THIS PATENTED</p>
<p>C.G. 25 Year Warranty</p>	<p>MID-WEIGHT PRODUCT COMES WITH A LIMITED 25 YEAR WARRANTY.</p>
<p>21. GRAPHIC: PRESTIQUE I® logo DIZ to TS of: product</p>	<p>OUR PRESTIQUE I PRODUCT OFFERS OUR PATENTED HIGH DEFINITION LOOK.</p>
<p>22. TS of: Prestique I product,</p>	<p>THE GRADUAL COLOR SHADING OF THE</p>
<p>23. DIZ to WS of: whole house</p>	<p>PRESTIQUE I ASPHALT SHINGLE CREATES A THICKER, DIMENSIONAL LOOK.</p>
<p>24. DIZ to MS of: same house, new angle</p>	<p>THE NATURAL VISUAL DEPTH AND</p>
<p>C.G.: 30 Year Warranty</p>	<p>SHADOWS LOOK MORE LIKE WOOD OR</p>
<p>25. GRAPHIC: Prestique Plus® logo DIZ to TS of: product</p>	<p>SLATE SHINGLES, AND IS SURPRISINGLY AFFORDABLE.</p>
<p></p>	<p>PLUS, THEY'RE BACKED BY A 30 YEAR LIMITED WARRANTY ON MATERIALS AND LABOR.</p>
<p></p>	<p>FOR PEOPLE WHO DEMAND THE VERY BEST ROOFING MATERIAL AVAILABLE,</p>
<p></p>	<p>THERE'S PRESTIQUE PLUS.</p>

Video	Audio
<p>26. DIZ to MS of: house with Prestique Plus roof</p>	<p>THE DEPTH AND DIMENSIONALITY OF THIS SUPER-HEAVYWEIGHT PREMIUM ASPHALT SHINGLE ARE UNSURPASSED.</p>
<p>27. DIZ to TS of: same house, new angle</p>	<p>ITS DEEP SHADOWS AND DIMENSIONAL SHADING CREATE THE VISUAL APPEAL OF WOOD OR SLATE WITH THE SAFETY AND DURABILITY OF FIBERGLASS.</p>
<p>28. DIZ to ANIMATION: The random cut course of a shingle peels away from the base, which then separates into it's component layers, then all the layers except the Ultra-mat disappear. A layer of asphalt appears on top and bottom of the fiberglass. A layer of granules appears on top. A second layer of granules appears on bottom</p>	<p>THE BOTTOM LAYER OF GRANULES ON PRESTIQUE PLUS PRODUCTS ADD EXCEPTIONAL THICKNESS AND GOOD LOOKS.</p>
<p>29. DIZ to WS of: house with Prestique Plus roof</p>	<p>COMBINE THE EFFECTS OF HIGH DEFINITION SHADING AND YOU GET A ROOF WITH HIGHER PROFILE LOOK THAN ORDINARY SHINGLES.</p>
<p>30. DIZ to MS of: same house, new angle</p> <p>C.G.: 40 Year Limited Warranty</p>	<p>AND ALL THIS BEAUTY COMES WITH A LIMITED 40 YEAR WARRANTY ON MATERIALS AND LABOR.</p>
<p>DIZ to WS of: home featuring Z ridge</p>	<p>IF YOU'RE A STICKLER FOR DETAILS, THEN YOU SHOULD TRY Z RIDGE BRAND PREMIUM HIP AND RIDGE SHINGLES.</p>

Video	Audio
DIZ to MS of: same home, new angle	THEY ADD VISUAL INTEREST TO YOUR ROOF-LINE, AND HELP KEEP RIDGES AND HIPS SEALED.
DIZ to TS of: product showing layers	OUR UNIQUE, MULTI-LAYERED DESIGN ADDS A TOUCH OF DISTINCTION TO ANY
DIZ to MS of: pan along roof-line showing Z ridge	ROOF. OF COURSE THEY'RE MANUFACTURED WITH OUR ULTRA-MAT REINFORCED FIBERGLASS CORE TO RESIST ROT, WARPING AND CURLING.
DIZ to WS of: beautiful home	WHAT MAKES A HOME REALLY STAND OUT IS CAREFUL ATTENTION TO DETAIL, THAT'S
DIZ to MS of: Accessory Paint display	WHY WE OFFER ROOF ACCESSORY PAINT.
DIZ to TS of: unpainted vent protruding from roof	OUR PAINTS ARE SPECIALLY DESIGNED TO HELP VENTS FLASHING AND OTHER
DIZ to same shot with vent now painted	ACCESSORIES BLEND IN WITH THE COLOR OF YOUR ROOF.
DIZ to TS of: paint samples displayed with shingle samples showing complimentary colors	HIGH DEFINITION ROOF ACCESSORY PAINT IS AVAILABLE IN ALL PRESTIQUE COLORS, COMPLIMENTING THE SUBTLE HUES OF ALL PRESTIQUE SHINGLES.

Video	Audio
<p>31. DIZ to beauty shot of home with Elk Weathervane Z-IN to TS of Weathervane</p> <p>ANIMATION: Antlers on weathervane morph into antlers on Elk Logo as it fade on-screen</p> <p>Elk Logo moves full screen</p> <p>FADE TO BLACK</p>	<p>PREMIUM ROOFING PRODUCTS FROM ELK ARE DESIGNED TO STAND UP TO THE ELEMENTS YEAR AFTER YEAR, OFFERING SUPERB PROTECTION AGAINST WIND AND FIRE DAMAGE.</p> <p>YOU DON'T WANT TO WORRY ABOUT THE ROOF OVER YOUR HEAD, SO DEPEND ON PRESTIQUE PREMIUM ROOFING FROM ELK. THE SHINGLE THAT'S A SHADE BETTER™ .</p> <p>MUSIC: up then out</p>

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