

Auto Zone TV :30. Specs: Friendly, conversational. Should be read with some authority in the voice but not in an "announcery" way.

V-O: The people who tell you to change your oil every 3000 miles...
change oil for a living.

The people who tell you to change your oil every 5000 miles?

They sell cars for a living.

And the people you can trust to give you the right oil change schedule
based on how, what and where *you* drive?

They work *here* for a living. At Auto Zone.

Where our trained experts and exclusive Znet system will give you
the one number...that's right for you.

Get in the Zone. AutoZone.

In this spot for Colonial Life, you're upbeat, warm and folksy. (Do not read the italicized descriptions.)

Colonial Life TV :30

Intro. Sheryl in car, Kingman water tower

V-O: In Kingman, Arizona, folks know this is your guy for transmissions.
(Main Street, transmission guy)

V-O: *This* is your guy for clogged drains. *(Plumber)*

V-O: And for help understanding your employee benefits choices, well,
Sheryl's your guy. *(Break room)*

V-O: She's from Colonial Life. And she meets one-to-one with folks,
at work. *(Trucker)*

V-O: To make sure they get benefits that fit them best — and protect the
things they care about most. *(Teacher)*

V-O: Want the best benefits a working guy can get? *(Construction site)*

V-O: See Sheryl—or any of our Colonial Life guys.

Sheryl driving off into sunset (super logo & tagline)

Client: Kohl's

Title: "*Annual White Sale*" :30

ANNC: Don't miss Kohl's Annual White Sale, this Thursday, Friday and Saturday!
Take 30% off all terrific tops, superb slacks, and tight little tees!
40% off all dreamy dresses, sassy skirts, and pretty pants!
And take 50% off all super sweaters, great jackets and comfortable coats!
Kohl's has everything you're looking for and more!
Towels, sheets and bedspreads!
Comforters, pillows and sheets!
Everything to make you and your home--stylin'!
It's a sale you can't afford to miss!
The Kohl's Annual White Sale, this Thursday, Friday and Saturday only!
Everyone else will be there.
Will you?

NEW ALLIANCE BANK – “DO YOUR THING” TV :30

VIS: An anthem spot where we use scenes of people doing their own things. Not on every scene, but peppered throughout the spot, perhaps every other scene...we superimpose the type as in the print ads.

V-O: EVERYONE HAS THEIR VERY OWN TO-DO LIST.

VIS: A bride getting ready to be married.

TITLE: I DO

V-O: NOT JUST NEED TO DO, BUT WANT TO DO.

VIS: A couple doing a home improvement project.

TITLE: HONEY DO

**V-O: NOW IMAGINE HAVING SOMEONE TO HELP YOU
DO YOUR THING...**

VIS: Someone graduating from college or a couple standing in front of a new home...

TITLE: CAN DO

**V-O: AT NEW ALLIANCE BANK, WE KNOW YOU'RE NOT LIKE
ANYBODY ELSE...AND WE'RE NOT LIKE ANY OTHER
BANK.**

VIS: A woman opening her own hair salon.

TITLE: HAIR DO

**V-O: WE TAKE THE TIME TO KNOW YOU. YOUR GOALS.
YOUR DREAMS. SO WE CAN TAILOR WHAT WE DO...
AROUND WHAT YOU DO.**

VIS: Visuals of people having fun...perhaps the 3 men dancing.

TITLE: DO YOUR THING

TITLE: New Alliance Bank

VO: DO YOUR THING. WITH NEW ALLIANCE BANK.

Schlotzsky's

"Monday" TV :30

Monday's a long day. That's why I always send out for Schlotzsky's. I get the Original sandwich made with three delicious deli meats and lots of real Wisconsin cheese, all on their famous sourdough buns. And suddenly, my Monday's not looking so bad. In fact, I start feeling a little giddy.

I chuckle. And I begin thinking it's Friday, and the next day is golf and water skiing and fun and, and...and then suddenly, I remember—it's still Monday. But at least it's a Schlotzsky's Monday.

Any day is Schlotzsky's Day. But it's okay to have a favorite.

*Thrivent Radio- Gloria-Specs: Woman 35-50. retired. friendly everyday, motherly.
AnnCR: 45-50 Alex Baldwin-ish.*

SFX: (Phone rings and answering machine answers.)

GLORIA: Hello, you've reached Gloria. I'm not in right now, but leave a message and I'll call you back.

SFX: (Beep!)

Gloria: Hey Gloria, it's you, Gloria. Or rather it's you. Only I'm the "you Gloria" in about 20 years from now. Just thought I'd drip you a line and tell you what the future's like. It's...different. Remember our dream to travel Europe when we retired? Well, we made it as far as Parsippany, New Jersey. I'm afraid we didn't plan as much as we should have with our Thrivent Financial representative. Hey, but there's still time – that's why I'm calling. Just go to ThriveQ.com. We'll learn our ThriveQ score and that'll help our Thrivent rep help us meet our retirement goals. Anyway, don't call me back. Just consider this our little wake-up call. And by the way, stay away from guys named Ted. Toodles.

SFX: (Click!)

ANNCR: Will you have the retirement you envision? Find out by visiting ThriveQ.com. In about 10 minutes you'll to get a personalized score designed to help you meet your retirement dream. Thrivent Financial for Lutherans. Let's thrive. [:13]