



OUNTAIN CAT MEDIA LLC

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Television & Radio
Commercial Script
Portfolio

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The scripts on these pages were submitted but not produced. American TV went out of business shortly after submission. Schmitt Cadillac chose to continue their traditional advertising. The themes and ideas could be modified for other businesses.

The American TV scripts are for 30-45 second slots. The Schmitt Cadillac radio commercials are for 30 second slots.

AMERICAN TV FAMILY SALE COMMERCIAL

OPENING TITLE SEQUENCE:

ANNOUNCER

Family Reunion Time with the Anderson's, they live at
American

INT. AMERICAN

JILL is sitting at a dining table with pen and paper. GORDON, GORDY JR., and MEGAN are pacing in the vicinity on cell phones. Each one takes turn pausing to give JILL a new name to write down.

MEGAN

Aunt Sarah wouldn't miss it.

GORDON

My mother will be there.

GORDY, JR

Cousin Wally is coming.

JILL

(looking very puzzled): Cousin Wally? We don't have a
cousin Wally.

Enter SASHA, BEN and CHARLES

SASHA

I think we can explain.

BEN

This week

SASHA, BEN, CHARLES

(in unison) Everyone's family.

ANNOUNCER

This week at American you're part of the family. Pay the
same price our employee's family members pay on nearly
everything in the store. Every department - Appliances,
TV's, and furniture. Plus get 12 months to pay on
purchases \$999 and more.

During announcement show products for each department with prices X'd out using the words "Too Low To Print" superimposed over the regular low price.

RETURN INT. AMERICAN

Back to JILL at the table, furiously writing, surrounded by SASHA, BEN and CHARLES.

JILL
Everyone? We're gonna need more food.

FADE OUT

AMERICAN TV HOME THEATER COMMERCIAL #4

OPENING TITLE SEQUENCE:

ANNOUNCER

Helping out friends with the Anderson's, they live at
American

INT. AMERICAN home theater setting JILL on the phone, BEN walking up
and GORDON, MEGAN and GORDY, JR on the couch watching TV.

JILL (to BEN after hanging up the phone)
Wow, Karen and John love their new Home Theater. Your
team did everything - in-home design, installation, and such
personal service.

BEN
We aim to please.

JILL (stopping GORDON who's in his coat.)
Where are you going?

GORDON
Over to John and Karen's. It's movie night!

ANNOUNCER
This week at American (gives current promotion info) And
American offers full service, in-home design and
professional installation.

JILL (pauses, grabs coat)
Wait for me!

MEGAN AND GORDY, JR look at each other than scramble to follow)

MEGAN and GORDY, JR (in unison)
Hey! Don't forget us!

FADE OUT

AMERICAN TV APPLIANCE COMMERCIAL #3

OPENING TITLE SEQUENCE:

ANNOUNCER

Finding value with the Anderson's, they live at American.

INT. AMERICAN DINING ROOM SETTING.

JILL is at a kitchen table with her head in her hands frustrated and scowling.
GORDON comes over.

GORDON

That's a David scowl. What's you're brother done this time?

JILL

He wants me to run all over town with him to shop the best price on a refrigerator. I don't have time for that! I've got Gordy's soccer practice and Megan's recital, my class is tonight and . . .

Enter CHARLES who gently interrupts.

CHARLES

Just have your brother come here. With our patented Price Checks System, he gets every sale rolled into one. And the guaranteed low price.

ANNOUNCER

This week at American (gives current sale)
And our patented Prices Checks System turns all their sales into our sale.

(Animation showing competitor sale ads spread out then merging together and jumping into a computer monitor showing American logo.)

JILL (to CHARLES)

He's on his way. Thanks for saving me! I mean, David.
Saving David.

FADE OUT

NOT YOUR DADDY'S CADI: 1 - RADIO SCRIPT

MUSIC: 2 SECONDS USING PEPPIEST PART OF CADILLAC TV
COMMERCIAL MUSIC, OR OTHER VERY MODERN MUSIC,
FADES INTO BACKGROUND

FEMALE: I told my girlfriends I bought a Cadillac, they asked me why
I'd buy such a boat.

MUSIC: 2 SECOND PAUSE IN NARRATION MUSIC SWELLS
SLIGHTLY

FEMALE: (Chuckles) I told them I didn't - I bought a jet ski.

MUSIC: CONTINUES DURING 1 SECOND PAUSE IN NARRATION

ANNCR: The all new 2012 Cadillac CTS Coupe - Cadillac luxury in a sports
car. Find it at Jack Schmitt Cadillac-Saab, 915 West Highway 50
in O'Fallon, Illinois, or visit us at Schmitt Cadillac dot com

FEMALE: It's not your daddy's Cadi.

WHO IS A CADILLAC CUSTOMER? - RADIO SCRIPT

MUSIC: 2 SECONDS USING CADILLAC TV COMMERCIAL MUSIC,
FADES INTO BACKGROUND

ANNCR: Who is a Cadillac customer? Someone who appreciates luxury while demanding quality. Someone who sees beyond hype, and into the heart of design.

MUSIC: 2 SECOND PAUSE IN NARRATION MUSIC SWELLS
SLIGHTLY

ANNCR: Someone who hears the word service and accepts nothing less than the comprehensive coverage of the Cadillac Shield.

MUSIC: CONTINUES DURING 1 SECOND PAUSE IN NARRATION

ANNCR: Are you a Cadillac customer? Find out at Jack Schmitt Cadillac-Saab, 915 West Highway 50 in O'Fallon, Illinois, or visit us at Schmitt Cadillac dot com