

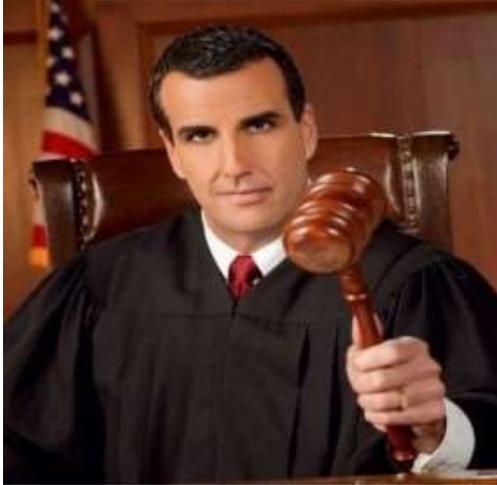
Product: Premium Vinyl Replacement Windows

Client: California Deluxe Windows

Title: Open & Shut Case

Writer: Wingman Advertising (Gwen)

Length: 120 seconds



Source

ANNOUNCER

Dialog/Audio

(TV judge type music)

This is the case of The State of California versus CDW. The company called California Deluxe Windows stands accused of the crime of bragging, yes bragging about their superior quality. Let's listen in on the trial...

DEFENSE ATTORNEY

In the high-court of public opinion, we the fine people of California Deluxe Windows intend to prove that in **the matter of quality**, CDW has an iron-clad **Open & Shut Case**.

Call one of our trained schedulers at **800-639-9463** and you'll find out that can back up my client's claims with proven results –

--We are accused of bragging about our windows and doors, but when you compare our products to the competition, CDW stands head & shoulders

above them. Case in point...we use **1st quality steel reinforced UPVC vinyl**, while the others use recycled plastics and a flimsy wood frame.

PROSECUTION

The word “flimsy” is slander, I object!!!

JUDGE

Steel is stronger than wood... Overruled!

DEFENSE

Thank you Judge, as I was saying... CDW’s premium investment-grade products are backed by an industry-best “**no questions asked lifetime guarantee**”. Please put this number into your contacts list: **800-639-9463** and do it today! Customer service agents will tell you all about getting the most for your window dollar.

PROSECUTION

I object! Brand X windows are cheaper.

DEFENSE

That is exactly my point! Cheaper is not better. Cheaper is just that-- cheap. When our customers make an investment in CDW, we in turn make a **long term investment** in them. That is the kind of business-consumer relationship that is built to last. If you call us today at **800-639-9463**, we will prove that, “when it comes to window & doors, our quality is an **Open & Shut Case**”.

PROSECUTION

I object to the defendant’s blatant pandering to the public. How can you allow this to continue, your Honor?

JUDGE

Why? Because 4 out of 5 television judges in Hollywood buy California Deluxe Windows for their homes. I have to side with the Defendant CDW. It’s not bragging when you can satisfy the burden of proof.

(TV judge music fades out)

ANNOUNCER

In the crowded world of windows & doors, CDW is an **Open & Shut Case**. Call them toll free at **800-639-9463** to sign up for a free quote. But you must not delay! Our representatives are there to help. “Like” us on Facebook and get a free surprise bonus offer.

(sound of a gavel concluding trial)