

Client: Bluetop Chevrolet

Title: "Insensitive"

Date: 5 23 07

Length: :30

VIDEO:

Shot of woman sitting in a chair in the dealership showroom. She is obviously bored and frustrated. Husband speaks off-camera.

Shot from over the wife's shoulder of husband sitting in the driver's seat of a red, new car.

Medium Close-up of husband in the car.

Close-up of wife as she rolls her eyes at him.

Wide shot of dealership exterior.  
*Graphics: Dealer logo and location/contact info.*

Shot of male dealership sales rep. with the wife as the husband continues to get in another car in the background.

AUDIO:

Husbnd: Do I look better in this one or the blue one? Wait! Let me try the silver one. How about this one? Do I look better in this one?

Wife: You look fine in all of them.

Husbnd: Oh, "fine", I look "fine" not "cool" or "hot" or "sophisticated", just "fine"?

Wife: Would you just pick one already?

Husbnd: You know, sometimes you can be so insensitive.

Anncr: At Bluetop Chevrolet, Johnsonburg, the hardest part of car-buying, is picking one.

Sls Rep: Be patient with him. It's difficult to understand, but this is really important to him.

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