

Client: International Business
Products
Writer: TC

Title: "Paperclips"
Date: 6 21 07
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VIDEO:

Close-up of documents laying on the desk of what appears to be the desk of a prominent government official.

Close-up of a child's paintings or drawings laying on a school-desk.

Split-screen of the same two shots side by side. IBP logo appears lower third.

Continue split-screen. Wide shot reveals the government official as an actor on a set. The second wide shot reveals the child to belong to a government official, working at a school desk in his/her parent's office.

Split-screen. Both the actor and the child are handed a box of paperclips.

IBP logo and slogan.
Phone number and web address lower-third.

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AUDIO:

They've unified the pages of some of history's greatest documents

and held together the works of some little-known artists.

At International Business Products, we're proud to say our products are on the desktops of both world leaders and kindergarteners.

Because meeting each customer's business product needs is our first priority. . .

even if it's just a box of paperclips.

International Business Products,
How can we help you today?