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FORD - ENGLISH

VICKI GO GAIN CASTING

Roles:		
Role	Spot	Description/Note
The person doing all the copy in this spot.		The effectiveness of the spot will depend largely on the sincerity, honesty, straightforwardness of the talent. A very believable person is the most critical factor and takes precedence over age, ethnicity, etc. Physically talent is between 28 and 45, could be male or female and it doesn't matter if the right person is Caucasian, African American or Hispanic. His or her natural physical energy is engaging, involving, outgoing and authentic.

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1 If you own a Ford, Mercury, or Lincoln
 2 ~~If you own a Ford, Mercury, or Lincoln~~
 3
 4 you have a lot of choices on where to
 5 service it.
 6
 7 But when you compare Genuine Parts &
 8 Service at Ford and Lincoln Mercury
 9 Dealers to any of them, they just don't
 10 compare.
 11
 12 That's why we're confident enough to make
 13 the Genuine Challenge:
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 15 Compare us to any competitor,
 16 anywhere...compare the service, the
 17 prices, the whole experience...and you'll
 18 prefer us.
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 21 Take the Genuine Challenge and see...
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 24 We're better.
 25 We're proving it.
 26 And we want you to be the judge.
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Producer:	
W/O:	
D/O:	
Director:	
Music:	