

Television Scripts

These scripts were designed to turn Zhenya into a celebrity and get people in the door, which is exactly what they do.

The spots immediately grab your attention with her accent and first lines (the “headline”).

There are pictures/video showing clients enjoying themselves that are used to portray emotion.

Testimonials are used (since they’re so powerful).

There’s a B (backup) offer of a free gift certificate online, and A offers of either calling us (the phone number is up) or buy a gift certificate online.

Urgency is natural for the gift certificate since Christmas was just days away.

Doodles (or video bling) would be beneficial as well as a guarantee, but we’ve got that online which is where we are directing people.

Here are the links if you want to watch them:

Market Awareness free offer spot online:

<http://www.youtube.com/watch?v=TLz0IwJSSbU&feature=related>

Gift Certificate Christmas Spot online:

http://www.youtube.com/watch?v=xFyTtJ2PESg&feature=player_embedded

“Who loves ya?”

-Christopher