

Airport Plaza Jewelers
TV :30-Second Copy
“Christmas”

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“Santa”: I NEED A REALLY GREAT DIAMOND...
FOR MRS. CLAUS!

Don: SANTA, AT AIRPORT PLAZA JEWELERS,
“A REALLY GREAT DIAMOND DOESN’T
COST.... AN ARM AND A LEG®.”



Narr: THAT’S RIGHT ... WHY PAY FULL PRICE AT THE FANCY STORE,
WHEN YOU CAN PAY A FRACTION OF THE COST AT AIRPORT PLAZA
JEWELERS.

DIAMOND ENGAGEMENT RINGS, ANNIVERSARY RINGS, DIAMOND
NECKLACES ... PAST, PRESENT AND FUTURE.

DIAMONDS, DIAMONDS AND MORE DIAMONDS!

(Santa and Reindeer animation...)

JUST TAKE THE 33 EXPRESSWAY EAST TO UNION ROAD AND
AIRPORT PLAZA JEWELERS, “WHERE A REALLY GREAT DIAMOND
DOESN’T COST AN ARM AND A LEG®.” HAPPY HOLIDAYS!