

# Airport Plaza Jewelers TV :30-Second Copy “Cowboy”

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Cowboy: I NEED A REALLY GREAT  
DIAMOND... FOR THE LITTLE LADY.

Don: HEY PARTNER, 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, DIAMOND ANNIVERSARY  
JEWELRY... PAST, PRESENT AND FUTURE. DIAMONDS, DIAMONDS  
AND MORE DIAMONDS.

*(Don watching stick horses back & forth fast motion)*

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