

Airport Plaza Jewelers  
TV :30-Second Copy  
“Devil-Angel”

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Man: I NEED A REALLY GREAT  
DIAMOND... FOR MY GIRL!

Devil: GO TO THE FANCY STORE AND  
SPEND AN ARM AND A LEG!



Don/Angel: SIR, AT AIRPORT PLAZA

JEWELERS, “A REALLY GREAT DIAMOND DOESN’T COST ... AN  
ARM AND A LEG®”.

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

DIAMOND, DIAMONDS, DIAMONDS AND MORE DIAMONDS.

*(Angel beating up devil...)*

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®”.