

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

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Bunny: I NEED A REALLY GREAT DIAMOND FOR MY
HUNNY BUNNY!

Don: MR. RABBIT, 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 dangles carrots in front of eager bunny)

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®.”