

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

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Farmer (with “future son-in-law”):

HE NEEDS A REALLY GREAT  
DIAMOND... FOR MY DAUGHTER!

Don: GENTLEMEN, 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.

*(Farmer & Son-in-Law Do-Se-Do)*

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.®.”