

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

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“Hubby”: I GOTTA TELL YA, I NEED A
REALLY GREAT DIAMOND FOR MY
WIFE!

Don: SIR, 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.

(“Hubby” watches arm & leg in fast motion, fixes tie)

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®.”