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JMC 218
Video ad copy — Final Draft
Nov. 12, 2020

Client: Wright's Auto Repair

Writer: Wells

Title: Reliable Car Repair, We Fix it Like Family

Length: 30 Seconds

| <u>VIDEO</u> | <u>AUDIO</u> |
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| (EXT – MS, WOMAN 1's car is broken down on the side of the road while MAN 1 has stopped to help her) | |
| WOMAN 1 | Oh, no! My car broke down! |
| MAN 1 | Don't worry, just call Wright's Auto Repair! They are the oldest and most reliable shop in town! |
| WOMAN 1 | Doesn't Bill Wright own the shop? |
| MAN 1 | Not anymore, he passed it down to his son Hank |
| (INT – MS, Inside Wrights Auto Repair. Hank Wright is looking at WOMAN 1's car) | |
| HANK | Looks like you're car has some serious damage! Don't worry, we are able to fix all kinds of problems. From basic maintenance to specific repairs. |
| WOMAN 1 | Thanks Hank! But how will I get to my sister's house? |
| HANK | We can provide you a loaner car until your car is fixed |
| WOMAN 1 | That's a great deal! I'll make sure to come back to Wright's Auto Repair on 126 Westly, Thank you Hank Wright! |
| HANK | It's our pleasure! |
| (Fade out) | |