



Creative Services

The Sage Tree

05-05-05

SAGE-05-05-A

“Escape from the Noise”

TRT: 00:30

VIDEO

Woman in business suit in her office: Her phone rings. She picks it up; her other line is ringing. People are quickly coming in and out of her office. She holds up a finger to say, “In a moment.”

Shot of the woman in her car, stuck in traffic. Shot of Sage Tree spa store front as woman jogs towards the front door (maybe in slow motion) with a harried, desperate look on her face.

Shot of woman just inside the spa. She leans back as the door shuts behind her, closes her eyes, takes a deep breath, and smiles peacefully. An associate comes up to greet her with a cool drink (if they offer that) and the bathrobe that she will wear for her massage.

Shots of woman lying on her stomach on the massage table with a white sheet covering her (candles twinkling if possible).

Logo **CG: “The Sage Tree” “an Aveda Concept Salon and Day Spa” “6110 NW 86th Street, Johnston” “334.3444” “700 E Locust in the Skywalk” “243.1434”**

AUDIO

Phones ringing, people talking.

Horns honk, radio plays, bass beat blares in someone’s car.

Noise abruptly stops. After a second of silence, new age music begins to play.

Soothing female voice: “Don’t you deserve a little escape once in awhile?”

“Come to The Sage Tree and leave the stress behind. You’re gonna’ love it here. Call for an appointment with one of our professionals.”

BG