



Creative Services

Dust Busters

06-05B

ISCI Code (ex. FOXS-07-04)

“Woman in Disguise”

TRT: 00:30

VIDEO

AUDIO

Woman in obvious disguise, as if being interviewed for a TV talk show (bad wig, sunglasses).

Shot goes close-up, from a 45 degree angle or so when she starts “I mean...”
CG/Flashing pop-up: **“Yes, we have actually retrieved 8 stuffed animals!”**

Shot of golden retriever or similar breed sitting with a tennis ball in his mouth, looking at the camera for 2 seconds or so. **CG/Flashing pop-up: “And 10 tennis balls!”**

Video of Dust Busters technician power-vacuuming out a duct. **CG: “Call Dust Busters Today” “ 515-331-3828” “ www.dust-busters.com” “Locally Owned” “QUICK AND AFFORDABLE!”**

30-something woman, has tissue in her hands; wringing hands: “I mean, I expected the dust. The ducts had never been cleaned, after all. But when they showed me what was in there...well, honestly...”
(Quietly) “I mean, they found Janie’s stuffed animal in there. And to think, I had blamed the dog! Poor Buddy!”

“And those tennis balls...” (Puts open hand towards camera as she stifles fake sob, distraught over the dog-blaming.)

Male voiceover: “Isn’t about time you had *your* ducts cleaned? You never know what we’re going to find in there! Call Dust Busters today. 515-331-3828”

BG