



Creative Services

Client: Midwest Lock and Security

Date: April 21, 2005

MWLS-05-05

“70s Cop Show”

TRT: 00:30

VIDEO

AUDIO

<p>Man in leisure suit (“thief”) with ‘70s sunglasses sneaks up to the back of a luxury home with a crowbar along his leg. He looks around to make sure no one is watching him as he approaches the sliding glass door.</p> <p>He peeks through the door to make sure no one is home. Just as he is about to jimmy the door, he notices a camera up and to his right. He steps back and the camera follows him. He stoops low and it follows him again. He panics, drops the crowbar, and takes off running. <i>Frame freezes on him running.</i></p> <p>Quick shots of employee doing keypad entry to enter their office, of person placing their jewelry in a safe.</p> <p>Still of Midwest lock and security with vans in front (use the one from the brochure or duplicate).</p> <p>CG: Midwest Lock & Security 3001 Merle Hay Road in Des Moines Commercial • Residential • Automotive 515-270-1119 www.midwestlocksecurity.com -Bonded and Insured-</p>	<p><i>‘70s Cop Show Music In (think “Shaft” or “Baretta”).</i></p> <p><i>Voiceover: “This thief may have made a good living in the ‘70s. But times have changed...and you can be ready to stop him in his tracks!”</i></p> <p><i>“Don’t leave yourself exposed to today’s savvy thieves. Protect your business, home, and car with equipment and installation from Midwest Lock & Security. Call 270-1119 or visit us online at midwestlocksecurity.com.”</i> <i>Midwest Lock & Security, serving Central Iowa since 1979.”</i></p>
--	---

BG