



DIRECT

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Account: AT&T
Assignment: 10-10-345
Job #:

Date: 3/98
Version: :30
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It doesn't matter WHO you call. You may win.

Open on George Costanza type answering the phone. Screen splits to reveal gorgeous, emotionless Kim Basinger type.

Him: Hello? *(no response)* Hello?

Her: *(as she files her nails)* Okay...

Him: Uh... well... who it this?

Her: Gene...

Him: Oh! Gene!....Geeeeennnn...?

Her: It's not important.

Him: So... what can I do for you?

Her: Oh, you're doing it.

Him: I am? *(he's turned on)* Really! What exactly is it that I'm...

Her: *(stops filing)* Look. Every call I make using 10-10-345 increases my chances of winning a cash prize... Okay?

(Pulls back to reveal a giant phone book open in front of her)

Her: Your number just happened to be next.

(She licks her finger and turns the page)

Announcer: There's a winner every 12 minutes with 10-10-345... the new number you dial before calling long distance. No fees, no switching, no sign-up, a great 10 cents a minute rate, AND an automatic chance at winning \$345. Just dial 10-10-345, then 1, the area code, and the number.

Him: Feel free to call again... hello... Gene?

Announcer: It doesn't matter WHO you call. You may win.