

Craftmade :30 TV Spot 4

Video

GRAPHIC: "Craftmade Quality Ceiling Fans" animates from full screen to border treatment, which remains throughout

MONTAGE of fans, as many as possible with a reasonable pace

Audio

MUSIC: light contemporary

SHE: At last, a line of fashionable fans!

HE: We have to stand in line?

SHE: No, silly, the line is Craftmade's.

HE: Then let them stand in it.

SHE: Not that sort of line -- a line with distinctive style and elegance...

HE: Oh, we're not dressed for that.

SHE: You don't have to be dressed to enjoy a Craftmade fan.

HE: Well I'm not standing in line with my clothes off!!

SHE: Thank you.

HE: (pause) Are you?

SHE: No.

HE: Just checking.

GRAPHIC: Dealer ID

Dealer tag (:05)

MUSIC out