

Don't Forget  
TV

Spec:

*Open to Man or Woman.*

*Would like to cast men and women age 45-50. Their voice should have warmth and a genuine quality that matches our visuals.*

*We're looking for a voice that can deliver both the emotion of the first part of these spots, but have the kind of authority and confidence to deliver the Pearle "product copy" as well as promotional copy. So It should feel more conversational than announcery, but without being too soft and weak.*

Script:

**Pearle Vision** DON'T FORGET :30TV

We open on an all white background. An image of a pair of eyes appears within the circular shape of the Pearle Vision Logo. The circle moves across the screen.

**ANNCR: ! It's easy to forget about those two little miracles in your head.**

We see new circles enter frame, containing bold imagery illustrating all the emotional benefits your eyes give. Love at first sight. Moments between parents and kids. People experiencing art/nature/architecture.

**They supply a steady stream of emotion directly to your brain 24/7. And after a while, you get used to all that giving.**

The circles now begin to fill with Pearle Vision imagery. Neighborhood stores and Pearle Vision doctors' personal relationship with patients.

**It's time to stop taking your eyes for granted and take them to Pearle Vision. Trust them to the neighborhood experts who have been caring for eyes, and the people behind the eyes, for over 50 years.**

We cut to a sequence of a promotion within the Pearle Vision logo.

**For a limited time, save 40% on two pairs of glasses or prescription sunglasses.**

We cut to a mnemonic of Pearle Vision's logo.

SUPER:! VISIT PEARLEVISION.COM TO SCHEDULE AN EYE EXAM.

**ANNCR:! Pearle Vision.**