

M/F

Script #1 – “Tease”

It's coming in 7 days.
Coming to Price Chopper on Sunday, March 4th.
The “X” Factor.
Xtraordinary Savings.
Xciting items.
Joining the Best in Fresh...
...low prices...
...and big gas savings.
The Price Chopper “X” Factor...
...Xpect the Unexpected...
...and a better shopping experience...
...starting this Sunday, March 4th.
A new kind of Price Chopper Value...
...Xtreme Values.

Script #2 – “Intro”

Introducing (echo effect) Xtreesmmme Valuuuuues...
...at Price Chopps...
Discover Xtraordnary savings.
Xtra values you can't get anywhere else.
And Expect the unexpected.
Like... (insert item/price points)
Xtreesmmme Valuuuuessss...
“X” makrs the spot for Xciting deals...
...here and throughout the store.
The best in fresh... low prices... big gas savings...
...a better shopping experience...
...and now Xtreesmmme Valuuuuessss...
That's Price Chopper Value.

DIRECTION:

Script 1: Male and Female, 40-55, movie trailer-esque

Script 2: Male and Female, 40-55, regular announcer (pull back the movie trailer)