

Living Kitchen

TV

Spec:

Male or female- 40+ Distinguished, sophisticated, well-spoken, yet friendly and approachable.

Script:

This spot would graphically show how, with each question or decision you have to make, more questions arise. As the spot starts, there will be two kitchens on a split screen. One traditional, beautiful SZ/Wolf Kitchen, and a contemporary SZ/Wolf kitchen. Then, the voice-over poses the next question – electric or gas? An electric cooktop and a gas cooktop appear below each kitchen, and the screen splits to four. With each question, the screen splits exponentially, until the choices are so many, it's overwhelming.

VO: *Transitional or contemporary? Electric or gas?*

Two cooktop choices appear below each kitchen.

VO: *36? 48? Or 60-inch?*

The screen splits again, adding three range size choices below each kitchen.

VO: *Integrated or built-in?*

The screen divides again, showing integrated and built-in choices.

VO: *Side-by-side or over-and-under?*

More refrigerator images fragment the screen further.

VO: *Stainless or panels?*

Stainless and paneled refrigerator options are added to the screen.

VO: *Single or double?*

Several single oven and double oven options split the screen yet again.

VO: *Red or black?*

A few squares appear with tiny knobs represented.

The screen is now split into hundreds of little squares, which at this point look more like pixels, which now form a new image – a beautiful kitchen vignette in The Living Kitchen. Now in live action, camera pushes into the vignette inside The Living Kitchen, where a couple is being shown some different products by a sales associate.

VO: *At the Sub-Zero and Wolf Living Kitchen, our experts turn questions into answers, so you can turn your vision into a reality. See real products in inspiring settings. Only at The Living Kitchen.*

TC: The Living Kitchen logo and url.
[Dealer Tag]