

Confidential

:30 TV

Planned record date: TBD

SPECS: Male & Female. 30 - 45 yrs old. Direction: Sincere. Thoughtful.

Yesterday you went through the motions. Today you set things in motion.

Yesterday you pumped the brakes. Today you caught a break.

Yesterday you hit the snooze button. Today you pressed refresh.

Yesterday put you flat on your back. Today you're on your toes.

Yesterday you were forgetful. Today you're thoughtful.

Yesterday life caught up with you. Today you caught up on life.

Yesterday you felt old. Today you felt like your old self.

Yesterday you tossed and turned. Today you turned the corner.

Yesterday was you. Today is you and improved.