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**THERE’S A REASON YOU’RE NOT BOOKING**

**VO ATLANTA, 2021 COMMERICAL INTENSIVE – X SESSION**

**APPLE AIR PODS**

**Cool, hip vibe, fun, rhythm**

“Talk

Listen

Effortless

Magical

Let the music follow your every move.

Apple AirPods”

**DQ**

**Real, Cool, Fun, Wry, Relatable, Chatty**

“I’m stepping up my snack game with the DQ® $5 Snack Deal.

My choice of entree, like the new Chicken Snack Sandwich, comes with my

choice of fries, a drink or a sundae. All for just 5 bucks.

So watch out hunger, there’s a new snacker in town.

DQ. Happy Tastes Good.”

**TIDE**

**Warm/Friendly, mom-to-mom**

“Tide introduces the New Tide Pods Child Guard Tub.

Same cleaning power, with a child-resistant tub.

Keep them up. Keep them closed. Keep them safe.

New Tide Pods.

**GOLD PEAK TEA**

**Warm, Cozy, Earth, Maybe some texture in voice.**

“The home brewed taste of Gold Peak is perfectly crafted to bring us all together.

With ingredients like mountain grown tea and pure filtered water.

Gold Peak brings you a home-brewed taste with a variety of flavors.

That’s perfect for moments you want to remember.

Gold Peak…the taste that brings you home.”

**COCA-COLA ZERO**

**Hip, Millinneal, Conversational, Talking softly (think Panera Bread, Whole Foods)**

“Whether you’re watching from your couch or the stands, Coca-Cola Zero Sugar delivers the new and improved, Real Cocoa-Cola Taste you love to get you through all four quarters.

Refresh your game day with ice cold Coca-Cola Zero Sugar. Taste the feeling.”

**HILTON GARDEN INN**

**Cosmetic, sexy, hip, slight smirk and playful, wry**

“Craft cocktails and glowing service. That’s simple things on another level. Hilton Garden Inn.”

**NATURE’S WAY “DANCING LADIES”**

**30- 40ish woman, confident, authentic, warm, upbeat**

ALIVE! IS THE GUMMY MULTI-VITAMIN WITH ALL 8 B-VITAMINS. WE PUT MORE IN, TO HELP YOU GET MORE OUT. BECAUSE IN VITAMINS AND LIFE, MORE IS MORE.

**Nike Free Run**

**Motivational, laidback, attitude, urban swagger**

It’s a movement revolution.

Never look back because what you’re looking for is right in front of you.

Give your feet the ride they deserve.Nike Free.

Run towards your

**LARABAR**

**Millennial, just simple talking, real**

“LARABAR. Made with only real, simple ingredients.

The only real food snack the fits into any occasion, any tim

**FIDELITY**

**Authoritative, knowing, consultant, knowing and wise but still relatable**

“At Fidelity, we can help you move your old 401k to a Fidelity IRA.

 We’ll make sure you’re clear on where you stand for retirement and make

The rollover process easy.

It’s your retirement. Know where you stand. Fidelity.”

**INFINTIY QX 80**

**Sexy, knows what she’s talking about.**

“There’s luxury for all in the new INFINITY QX80. With its commanding presence and sophisticated interior, it makes all 7 seats feel as important as the driver’s seat.

Infinity. Empower the drive.”

**GOOGLE ASSISTANT**

**REAL, FUNNY, CONVERSATIONAL, BEMUSED, PLAYFUL**

“So you want to turn your home into a smart one, huh?

Well, here’s and idea…OK Google, turn on my lights!

Brilliant!

Look at that… \_you can use your voice to control all sorts of devices and get help on products that have Google Assistant built in.

So if you want to start the morning off right, just be like…What’s my next event?

Great! How’s the commute looking? Yikes!.

Ok Google, ask the Tile to find my keys… Riiiiight, there they are.

Oh hey, don’t forget to put away that coffee….

Ask Roomba to start cleaning!

Now out you go!

Ok Google, lock the front door.

See that. Your smart home really is smarter than you thought it was.”

**CALIFORNIA WALNUTS – TV**

**Real, Conversational, Heartfelt, Natural and Warm**

“California Walnuts add flavor, texture and nutritious goodness to all your favorite dishes.

For simply delicious recipes visit walnuts.org.

California Walnuts.

So simple. So good.”

**PURINA BELLA PAMPERED MEALS – WARM/FRIENDLY, COZY**

“You know her every little look. We know what her little body needs.

Like small, nutrient-dense bites to help support your small dog’s higher

Metabolism.

And more of the pampering flavors she loves.

Purina Bella Pampered Meals. Inspired by small dogs.

Purina. Your pet is our passion.”

**CYCLEWORKS**

**Real, talking to oneself or like reading someone’s journal, thoughtful, inspiring**

“Set apart from the others…

Plagued by the desire for constant motion

Chasing change, and the need, to understand the machine.

Gravitating towards, those of an eccentric nature…

You’ve been called names before:

Nonconformist

Renegade

Maverick

…..

and now…

Mistfit.

Theirs is the curse of the gypsy blood and they don’t know how to rest.

And so, will you embrace it, or push it away?”

**NEUTROGENA**

**Natural, calm, relatable, warm, cosmetic**

“Give your skin the moisture it craves and watch it bounce back more refreshed and supple than ever.

Try the complete line of Hydro Boost skincare products with hyaluronic acid only from Neutrogena. “

**MODELO**

**Warm, inspirational, thoughtful, friend to friend, real, NOT ANNCR.**

“There’s nothing more rewarding than putting the extra effort to make dreams come true.

There’s nothing more rewarding than making dreams happen no matter how long they take.

There’s nothing more rewarding than making it happen no matter what comes along the way.

Modelo Especial. A beer that has been brewed true to its taste and quality for an everyday reward since 1925.”

**MAZDA**

**Warm, Friendly, storyteller**

“It’s the trusted companion that got you to band practice and calmed your nerves on your first date.

For all the best times and the ones you don’t see coming.

The new Mazda 3.”

**PLAYSTATION 4 CONSOLE**

**Upbeat, energetic, youthful, fun**

“Now you can immerse yourself in vivid 4K gaming plus stream your favorite entertainment on Netflix, Amazon and Hulu with the PlayStation 4 Console.

Get ready to be in the game.”

**NY LIFE**

**Warm/friendly & Authoritative**

“Each of is touched not only by the people in our lives, but also by the lives of the people who came before us.

The good they did inspires is, builds us up and guides us.

At New York Life, everything we do is to help you continue that good."

**OLAY**

**REAL**

“I see it.

 They’re there.

 They’re there to remind me… Of every laugh, every tear, every smile, every question and every ah-ha moment in my life.

They’re mine and made me who I am.

With age comes wisdom and with wisdom….comes Olay.”

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