

:30 TV AD

<p>Cut to clip of family of four arriving home (MOTHER, FATHER, SON, and DAUGHTER) to their ¼ acre in a planned development. The kids run around as soon as they get out of the car and run into the wet grass patched with dirt. (:03)</p>	<p>NARRATOR: We all have needs.</p> <p>MOTHER (to FATHER): Honey, you need to cut the grass.</p>
<p>Cut to close up ground view of feet of the kids running in the yard and coming out covered in dirt and grass stains on their white shoes. (:03)</p>	<p>SFX: SLOSHY FOOTSTEPS</p>
<p>Cut to wide view of family walking into garage. DAUGHTER looks down at her shoes and notices they are dirty. (:04)</p>	<p>DAUGHTER (to PARENTS): I need new shoes!</p> <p>SON (to DAUGHTER): You need to stop being such a girl.</p>
<p>Cut to FATHER looking dreadfully at the old, dusty lawn mower sitting in the garage (:02).</p>	<p>FATHER: (Sighs)</p>

<p>Cut to FATHER struggling to start mower (:02). Cut to FATHER struggling with pushing the mower, mulched grass flying into his eyes, missing spots, sweating, aching. FATHER begins to dream of a new mower (:03).</p>	<p>FATHER (to himself): I need a new mower.</p>
<p>Fade in through white. Troy Bilt TB320 TriAction® 21" Rear Wheel Self-Propelled Walk-Behind Mower is rotating in a circle with white background (:03)</p>	<p>SFX: DREAMY MUSIC</p> <p>NARRATOR: Time to stop dreaming about it.</p>
<p>Fade back in through white father using a lawn mower with ease; starts up on one try, goes over concrete, show mulching (:03).</p> <p>Cut to split screen of "Your old mower" vs. the "Troy Bilt TB320" mowing grass (:03).</p>	<p>The Troy Bilt 3-20 TriAction Self-Propelled mower is what you need.</p> <p>With easy start up and easy mulching, the 3-20 is at the top of the line for its kind. It's much better than your old mower. You need the 3-20, and the 3-20 needs you.</p>

<p>Cut to family coming home to a beautiful lawn, walking into garage, and FATHER looks at his Troy Bilt new mower in the garage, which is sparkling super: Buy now at East Orange Lawn Supply. (:04)</p>	<p>Time to mow with ease. Troy Bilt – Built for your needs. Buy now at East Orange Lawn Supply.</p>
---	--