

Client	Turtle Wax		Job Nos	
Product	Turtle Wax Ice		Key Nos	
Media	30 Seconds		Date	
Copywriter	Creative Director	Account Director	Client	Legals
Matt Swinburne	Cam Hoelter			

MVO: **Waxing is more fun for guys. Allow me to demonstrate, this is the sound of a woman waxing...**

SFX: *Wax strip being ripped off followed by a horrendous woman's scream.*

Woman: **Arrghhh!!**

MVO: **...and this is the sound of a man waxing...**

SFX: *Easy going music plays.*

MVO: **...and once again, the sound of a woman waxing...**

SFX: *Wax strip being ripped off followed by a woman screaming.*

Woman: **Arrghhh!!**

MVO: **A man...**

SFX: *Easy going music plays.*

MVO: **A woman...**

SFX: *Woman screaming.*

MVO: **Man...**

SFX: *Easy going music plays.*

MVO: **Woman...**

SFX: *Woman screaming.*

MVO: **I think you get the point. And now waxing has got even better for guys with Turtle Wax Ice Liquid Car Polish. It leaves no white residue and wipes off more easily leaving an amazing shine and protection in a fraction of the time.**