

MAGIC HOMEWORK PEN

CU – FRUSTRATED STUDENT DOING HOMEWORK

OS – ANGRY TEACHER RETURNING HOMEWORK

M + CU - PRODUCT SHOT

XCU + MED - PRODUCT DEMO – HAND WRITING USING PRODUCT +
M – STUDENT WATCHING TV WHILE USING PRODUCT

OS – HAPPY TEACHER RETURNING ‘A’ PAPER

OS – HAPPY STUDENT

LOGO, ETC.

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2 ANNOUNCER: HAVING TROUBLE WITH GRADES?

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4 TEACHER: THIS HOMEWORK STINKS!

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6 ANNOUNCER: WE CAN SOLVE YOUR PROBLEM WITH THE NEW MAGIC HOMEWORK PEN.

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8 YOU DON'T EVEN HAVE TO PAY ATTENTION. SIMPLY HOLD THE PEN LIKE ANY ORDINARY PEN AND VOILA!

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11 TEACHER: GOOD JOB RENQUIST.

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13 ANNOUNCER: FOR ONLY 3 EASY PAYMENTS OF \$99.99, THIS PEN IS GUARANTEED TO IMPROVE YOUR SCHOOL WORK!

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16 (FAST) NOW AVAILABLE AT FINE THRIFT STORES EVERYWHERE! OR TO RECEIVE YOUR PEN DIRECTLY FROM THE MANUFACTURER AT NO SAVINGS TO YOU, SIMPLY CALL 1-555-555-5555 - RESTRICTIONS APPLY. OFFER VOID WHERE PROHIBITED. GUARANTEE VOID TO ANYONE WITHIN HEARING RANGE OF THIS ANNOUNCEMENT.

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