

“Ladder Pal Holiday :60 Spot”
by Gordon Highland
Version 2.1

Video:

A family around the Christmas tree is full of holiday joy and anticipation. A child in his pajamas unwraps a gift. It’s a pack of socks. Disappointed, he fakes a smile to appease his father.

His mother, in a robe, opens a hinged case, holding up two very tacky earrings. she gives the same weak smile to her son.

Her husband, also in a robe, unwraps the Ladder Pal (no box, just the plastic piece). He is genuinely pleased.

He holds up & rotates product for better view.

Fast DVE: Lock-down aerial shot of unit.

CU Mom holding wrapped gift, getting a bright idea.
WAVY DVE TO: *Flashback, with blurry vignette:* She looks around sneakily, and unwraps Dad’s Ladder Pal, exiting frame. Mom uses the product on a stepladder to hang Christmas lights from the roof gutter!

Dad using Ladder Pal on extension ladder to paint side of house.

Each item it can hold “appears” and they accumulate until full.

A hammer, drill, and wire brush magically “appear” as before.

Product shot.
KEY logo, phone #, web URL, price,
“+ \$6.95 S&H” and “Rush delivery available”

Audio:

Holiday MUSIC

CHILD’s THOUGHT (reverb): Wow! **Both** feet?

MOM’s THOUGHT (reverb): I hope he kept the receipt.

MUSIC stops suddenly

DAD (aloud): I **love** it.

DAD’s THOUGHT (reverb) I **love** it.

DAD (aloud, curious but polite): What **is** it?

NARR: It’s the Ladder Pal – the **ultimate** tool organizer!

This **brand new product** fastens to the top of any stepladder, **safely** holding **everything** you might need – all within easy reach!

And this holiday season, it makes the **perfect** gift for that special someone who has **everything**.

There are labeled compartments for a gallon of paint. . . putty knives. . . three screwdrivers. . . pliers. . . a wire brush. . . a refreshing beverage. . . loose items like nails, screws, or bolts. . . and a towel rack.

It’s also works great with **extension** ladders, adding even more options.

Give ‘em what they **really** want this year. . . **The Ladder Pal!** Only \$29.95. Not available in stores. Call one, eight-six-six, L-A-D-R-P-A-L or order online. That’s one, eight-six-six, five-two-three-seven-seven-two-five.