

TITLE: TIME OUT!
MEDIUM/LENGTH: VIDEO/:30
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VISUAL: INT. LIVING ROOM – DAY

VISUAL: BROTHER (17) slides down a firepole. His SISTER (15) slides down immediately after – just as he gets out of the way. They’re both dressed in uniforms of the two teams meeting in the Super Bowl.

SISTER: It starts half past the hour.

BROTHER: No, it starts thirty minutes after the hour.

VISUAL: The Sister and Brother huff and fold their arms in frustration as they end up standing in front of the sitting TV DAD, who reads the sports section.

TV DAD: (sing song) Time ouuuut.

VISUAL: TV Dad CRACKS closed the sports section.

SFX: Canned STUDIO APPLAUSE.

SUPER: 1-800-PROGRESSIVE PROGRESSIVE.COM

TV DAD: If you’re talking about the Super Bowl, you’re both right. It starts at half past the hour and thirty minutes after the hour.

SISTER/
BROTHER: Seeeee!

VISUAL: As the Brother and Sister plop in front of the TV, TV Dad zaps on the TV. A football thrown by a QUARTERBACK – on the TV screen in warmups – overshoots its intended receiver –

QUARTER-
BACK: (On Screen) – Heads up!

VISUAL: ...the errant football flies out of the TV. TV Dad makes a good catch!

QUARTER-
BACK: (On Screen) TV Dad, you should suit up for our team.

VISUAL: TV Dad tosses the football underhand to the on-screen Quarterback, who catches it.

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TV DAD: (to the Quarterback) I only want a great game, no one to get injured, and maybe a few, good memorable ads. (he turns and winks into the camera)

SFX: Canned STUDIO APPLAUSE.

MALE

ANNCR : (V.O.) Listen to your TV Dad. Drivers who switch and save on Progressive save nearly seven hundred dollars on average.

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MEDIUM: ONLINE

[Photo: TV DAD – with his arms extended – makes presumably a good catch of a football.]

“The Super Bowl starts half past the hour or 30 minutes after the hour –
whichever you prefer.”

“Tune in early to the Super Bowl – because if you’re on time, you’re late.”

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