

COPYWRITING EXAMPLES

TV Copy...

<u>VIDEO</u>	<u>Graphics</u>	<u>AUDIO</u>
<p>Tight shot of engraved stone w/ BBM logo</p> <p>Staff at counter with female “homeowner” and male “contractor”</p> <p>Shot of yard or display</p> <p>Shot of staff helping male contractor in Cultured Stone display.</p> <p>Dispatcher handing driver order & truck driving away with Brick, Block & Stone pallets</p>	<p>Vendor co-op images</p>	<p>Male VO Homeowners and contractors love Brickyard Building Materials in Concord because of our huge variety, competitive prices and excellent customer service.</p> <p>INSERT: Take color, quality and design to the next level when you attend Brickyard Building Materials FREE how-to-clinic featuring installation of interlocking pavers by McNear Brick & Block. Create your own outdoor living space with FREE pavers. Join us Saturday, June 7th and enter to win.</p> <p>Brickyard Building Materials – We deliver what’s important to you.</p>
<p>Tight shot of engraved stone w/ BBM logo</p> <p>Staff at counter with female “homeowner” and male “contractor”</p> <p>Shot of yard or display</p> <p>Shot of staff helping male contractor in Cultured Stone display.</p> <p>Dispatcher handing driver order & truck driving away with Brick, Block & Stone pallets</p>		<p>Male VO Homeowners and contractors love Brickyard Building Materials in Concord because of our huge variety, competitive prices and excellent customer service.</p> <p>INSERT: Take color, quality and design to the next level when you attend Brickyard Building Materials FREE how-to-clinic featuring Keystone. Create and Build segmented retaining walls, courtyard walls or garden walls. Join us Saturday, July 26th.</p> <p>Brickyard Building Materials – We deliver what’s important to you.</p>
<p>Tight shot of engraved stone w/ BBM logo</p> <p>Staff at counter with female “homeowner” and male “contractor”</p> <p>Shot of yard or display</p> <p>Shot of staff helping male contractor in Cultured Stone display.</p>		<p>Male VO Homeowners and contractors love Brickyard Building Materials in Concord because of our huge variety, competitive prices and excellent customer service.</p> <p>INSERT: Take color, quality and design to the next level when you attend Brickyard Building Materials FREE how-to-clinic featuring Cultured Stone. Join us Saturday, June 28th. Cultured Stone Veenering with the preferred name in stone.</p>

<p>Dispatcher handing driver order & truck driving away with Brick, Block & Stone pallets</p>	<p>Vendor co-op images</p>	<p>Brickyard Building Materials – We deliver what’s important to you.</p>
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<p>Tight shot of engraved stone w/ BBM logo</p> <p>Staff person at counter with female customer. Female can be holding an image or magazine of what she wants her project to look like.</p> <p>Staff person with female customer at a display showing the products she needs and handing her brochures.</p> <p>Dispatcher handing driver order & truck driving away with Brick, Block & Stone pallets</p>	<p>Indoor fireplace image</p> <p>Backyard patio image</p> <p>Outdoor garden image</p> <p>How-To-Clinic image w/ graphics card saying “FREE How-To-Clinics April – September.</p> <p>www.thebrickyard.com for dates”</p>	<p>Female VO:</p> <p>You simply won’t find a better selection of hardscape material than at Brickyard Building Materials in Concord. They have all of the hardscape products you need to revive and restore your indoor and outdoor living environment. Learn to design and build your own backyard escape at one of the many how-to-clinics going on all season long at Brickyard Building Materials. Visit us online to see a calendar of our events.</p> <p>Brickyard Building Materials – We deliver what’s important to you.</p>
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