



CELLCOM 25TH ANNIVERSARY TV



11.01.12

Anniversary TV – Opt 1

Taking audio clips from the different commercials and stringing them together to create one continuous message.



3 Reporters: Why Cellcom coach?

Holmgren: ...great reception

Wolf: ...great Cellcom reception

Holmgren: ...great reception

Wolf: ...terrific coverage

Holmgren: ...great coverage



McCarthy: ...plans just for you

Holmgren: ...for you

Holmgren: ...they're a local service

Sherman: ...right around the corner

Holmgren: ...proven reliability

McCarthy: ...always works like a champ



Wolf: ...a part of a great Green Bay tradition

McCarthy: ...you don't need one of the big guys

Holmgren: ...and besides, Cellcom would never call during a game

Wolf: Thanks Cellcom

Sherman: Cellcom

Holmgren: Cellcom

McCarthy: Cellcom

SERVING THE HOME TEAM
FROM COACH TO COACH

VO: Serving the home team from coach to coach...

AND COAST TO COAST
FOR 25 YEARS

VO: ...and coast to coast for 25 years

Cellcom®
Built For You™

VO: Cellcom – Built For You