

# TV Advertising Heat Pump Dealer Sample (:20 + :05 + :05)



NEIGHBOR: Hey, what's that?



DEALER: Oh, hi. It's the Thompson's new Tempstar heat pump.



NEIGHBOR: So they're getting...



DEALER: Tempstar quality, backed by one of the best warranties in the business.



NEIGHBOR: Nice.

DEALER: You bet. What's that?



NEIGHBOR: Their newspaper. Uhh, maybe you could give it to them?

DEALER: Sure.



ANNCR: Tempstar. Quality you can feel.



OFFER INSERT



LOCAL DEALER TAG AREA

TV ADVERTISING