

Jeep

:30 TV

Exclusivity: Automobiles

Intended use: Dealer Usage, Local Cable with potential for Internet/Industrial, 21 months MPU

SPECS: VO – MALE, a man with a dramatic, deep, and a little edgy voice. Should evoke strong emotion about our presidents, but by no means heavy handed. A slightly restrained approach might be best. A voice like Peter Coyote springs to mind.

SPOT 1 – :30 TV “Legacy Full Time”

VO: Here’s to the conquerors.

The pioneers.

The few who’ve gone boldly,

And feared sparingly.

Who’ve taken the high road.

Then called that road...

...freedom.

Right now, get historic deals at the Jeep President’s Day Sales Event.