

**CLIENT: ARCOWEAR**  
**PRODUCT: COMFORT SYSTEMS**  
**LENGTH: 30-SECOND SPOT**

**VIDEO:**

Cold darkened room, large fireplace is the center of attention. It has huge icicles hanging from it. Santa Claus comes down the chimney singing. Song dies on his lips as he notices the icicles.

Santa pulls front of company logo and telephone number out of his bag and places it up in the corner of the T.V. screen.

Santa waves his hands and the cold, darkened room turns warm-looking and softly lit.

Santa points to where the logo and telephone number are on the screen.

**AUDIO:**

**SANTA:** Santa Claus is comin' to town... Ho, ho, ho boy! (*shivering*) It's colder in here than in *my* hometown! And that's saying something.

**SANTA:** Guess these folks never heard of Arcowear Comfort Systems heating.

With 20 years of experience behind them, their highly skilled professional staff offer 24-hour service, which would come in handy right about now (*blows on hands to warm them*); and reliability is their middle name!

Considering everything from house construction to room sizes, Arcowear's staff will carefully match the furnace to the home.

**SANTA:** Turn your frozen fortress...into a cozy castle.

**SANTA:** Call Arcowear Comfort Systems today!