

**CLIENT: LIFT SAVERS**  
**LENGTH: 30-SECOND SPOT**

**VIDEO:**

CU of the back of a woman's shoes as she walks quickly and loudly. As announcer speaks, dissolve to shots of shoe heels progressively deteriorating. Heels get worse each time announcer says "WEAR IT."

Show woman looking disgustedly at really worn-out shoes.

Woman holds up a Lift Saver, then proceeds to place it onto the heel of a new shoe. Standing in front of a mirror in a business suit, the woman slips her pumps onto her feet. When the announcer says "...HERE," she indicates the heel of her shoe.

Shot of woman pacing before the mirror to check her appearance.

CU of woman holding one rotten, worn-out shoe in one hand, and a new one in the other. Dramatically tosses out the rotten one.

Shot of logo. Make the "SAVE" part of "Lift Savers" glow brighter for a split second, then let it become part of the regular logo. Locations where Lift Savers are sold should be fonted on the bottom of the screen.

**AUDIO:**

**ANN:** If the shoe fits, you wear it...and wear it...and wear it...

**ANN:** Until those brand-new shoes, in that perfect color, have been worn down...to the sole.

**ANN:** Enter Lift Savers—and *save* is the key word! They save you money and aggravation, because Lift Savers keep your shoes in better condition by protecting them here. They help lengthen the life of your shoes.

**ANN:** Lift Savers make shoes quieter and more slip resistant, too.

**ANN:** It's your choice...

**ANN:** Choose Lift Savers! Available at a shoe store near you.