

# TOPS MARKETS

## *“Therapy” (Commercial Script)*

**Subject Info:** Tops Markets is one of the leading grocery retailers in the Northeast.

**Goal/Objective:** There was a promotion being considered called the Tops Team which would feature former Buffalo Bills players Jim Kelly, Thurman Thomas, Andre Reed, Steve Tasker and Kent Hull. This spot would introduce the Tops Team to the public.

**Writer’s Notes:** This spot was intended for a regional audience. But utilizing former Buffalo Bills players also allowed for a special connection with Buffalo Bills fans. As many people know, the Buffalo Bills of the early 90’s played in four consecutive Superbowls only to suffer heartbreak at each and every one.

When I was asked to develop creative for this spot, one of the scenarios I was given was Jim (quarterback) bringing the team back together again for Tops Markets. With that in mind, I started to think that if in fact this was a viable scenario, wouldn’t there be a few issues for the former teammates to work through? Probably. Okay, then do we show them working through the issues and if so, how? Therapy.

As a fan, I loved the idea. It was fun, self deprecating and a reminder of the glory years. Overall, it communicated a clear message that a team was coming together and that it was an extension of Tops.

# TOPS MARKETS

*“Therapy” :30*

Writer: Takacs

VIDEO	AUDIO
CU - nerdy THERAPIST from patient’s perspective.	<p><u>Therapist:</u> <b>It’s true, time <i>does</i> heal all wounds.</b></p> <p><b>And you gentlemen have certainly come a long way.</b></p>
The patients (JIM KELLY, THURMAN THOMAS, ANDRE REED, STEVE TASKER and KENT HULL) are sitting in a semicircle of couches and chairs, fidgeting.	<p><u>Group:</u> (groans of) <b>Mhmmm.</b></p>
WIDE - entire therapy room.	<p><u>Therapist:</u> <b>Yes, some of you made some poor judgments...</b></p>
Everyone slowly turns to stare at Thurman (who signed with the Dolphins for a year). Thurman desperately avoids eye contact.	<p><b>Chosen some poor options...</b></p> <p><u>Jim:</u> (interrupts with fake cough) <b>Dolphins.</b></p>
CU - therapist. Group is not too enthused.	<p><u>Therapist:</u> <b>But the important thing is that you are together again...</b></p>
Group is getting a little more pumped up.	<p><b>You are a team...</b></p>
They are psyched.	<p><b>A winning team.</b></p>
Stylized shots of group hanging out as a team, like a photo shoot.	<p><u>Announcer:</u> <b>Join the Tops Team for great savings. Sign up now for a chance to win a backyard barbeque with Jim, Thurman, Andre, Steve and Kent.</b></p>

CU - therapist.	<u>Therapist:</u> <b>Now how about a hug?</b>
Andre motions as if to hug Jim, who gives an uncomfortable shake of the head – NO.	