



BRILLIANCE YOU DESERVE™

## **IJO Branding Television and Radio Scripts**

### **Only at a Master IJO Jeweler (2008 – 4 pieces) :30 TV or Radio**

Not all jewelry stores are the same... Certain values can only be found at a Master IJO Jeweler. Not all jewelry is the same either... These exclusive designs can only be found at a Master IJO Jeweler. Master IJO Jewelers across the country are changing the jewelry business one store at a time. See what everyone's talking about. *STORE is this area's Master IJO Jeweler. For brilliance you deserve, visit STORE in TOWN.*

### **Jeweler for the Holidays (2007 - 4 pieces) :30 TV or Radio**

The holidays are here and everybody's selling jewelry, from little gift shops to big box stores, online and in between. With so many choices, you need a jeweler you can trust. *STORE is a Master IJO Jeweler. This means we're a dedicated, independent jewelry store with proven knowledge & experience that allows you to buy with confidence. For true beauty, you'll even find a collection of exclusive jewelry masterpieces that are really special. For brilliance you deserve, choose STORE in TOWN.*

### **True Beauty Has No Boundaries (2007 - 4 pieces) :30 TV or Radio**

The beauty of flowers lies in their endless variety of colors and shapes. True beauty has no boundaries. *The same is true for the Master IJO Jeweler Collection of exclusive jewelry from STORE. Vibrant colors. Elegant designs. Refreshing styles. Each piece expresses true beauty in its own unique way. See these and other exclusive designs available only at your local Master IJO Jeweler, STORE in TOWN.*

### **True Service Has No Limits (2007 - 4 pieces) :30 TV or Radio**

Beautiful jewelry comes in all colors and styles. True beauty has no boundaries and true service has no limits at a Master IJO Jeweler. *For STORE "true service" is not just "talk", it's something you can and should expect. Sure, you'll receive exceptional service for repairs, cleanings, and appraisals; but true service is so much more like a commitment to value and quality. For true beauty and service visit STORE in TOWN.*

### **Why IJO? (2007 - 4 pieces) :30 TV or Radio**

"Why do I shop at a Master IJO Jeweler? For the experience... it's just a really great experience." "The knowledge... all that SI... VS... they know their stuff, and friendly about it." "They have exclusive jewelry I can't find anywhere else." "I know I can trust my Master IJO Jeweler. I don't have to worry... it's beautiful." *True beauty has no boundaries at STORE in TOWN. Stop in to have a Master IJO Jeweler experience.*

**Master IJO Jeweler (Generic Television Commercial) :30 TV**

For every occasion... For every season... visit a Master IJO Jeweler.  
For the brilliance you deserve. This area's Master IJO Jeweler is STORE in TOWN.

**Brilliance You Deserve (2005 - 6 pieces) :30 TV or Radio**

*STORE, your Master IJO Jeweler offers brilliance you deserve. Brilliant quality, brilliant service, and brilliant jewelry. We have beautiful diamonds and jewelry to satisfy any desire. Our staff is here to help you find exactly what you are looking for, and you'll be happy to know our everyday price is the best price. Experience the brilliance you deserve at STORE in TOWN.*

**IJO Values (2005 - 4 pieces) :30 TV or Radio**

Trust. Honesty. Integrity. These qualities make STORE your Master IJO Jeweler. We are this area's premier shopping destination for fine jewelry. Whether you indulge yourself with our exclusive jewelry designs or are looking to give diamond or gold jewelry as a gift, you will feel confident knowing you have made the right choice. *For brilliance you deserve visit STORE in TOWN, your exclusive Master IJO Jeweler.*

**Confidence (2006 - 4 pieces) :30 TV or Radio**

What is confidence? It's the satisfaction of knowing that a Master IJO Jeweler stands behind you with un-matched customer service. And it's knowing that with our jewelry you will look and feel fantastic. *Jeweler: Visit STORE your Master IJO Jeweler. (Pause) STORE in TOWN.*

**Trust (2006 - 4 pieces) :30 TV or Radio**

What is trust? It's the key element that allows one person to put their faith in another and it's the foundation of the relationship between a Master IJO Jeweler and their customers. *Jeweler: Visit STORE your Master IJO Jeweler. (Pause) STORE in TOWN.*

**Integrity (2006 - 4 pieces) :30 TV or Radio**

What is integrity? It's treating people in your business and personal relationships with honor and respect, and it's a crucial code of conduct employed by all Master IJO Jewelers. *Jeweler: Visit STORE your Master IJO Jeweler. (Pause) STORE in TOWN.*

**Honesty (2006 - 4 pieces) :30 TV or Radio**

What is honesty? It's the sincerity and frankness with which everyone wants to be treated, and it's the primary reason that a Master IJO Jeweler is able to exceed the expectations of their customers. *Jeweler: Visit STORE your Master IJO Jeweler. (Pause) STORE in TOWN.*

**Expertise (2006 - 4 pieces) :30 TV or Radio**

What is expertise? It's the result of years of experience and continued education in the jewelry industry, and it's the combination of knowledge and skill essential to a Master IJO Jeweler. *Jeweler: Visit STORE your Master IJO Jeweler. (Pause) STORE in TOWN.*

**Happy Holidays (2006 - 4 pieces) :30 TV or Radio**

The holidays are a special time of year. It's when we celebrate family and remember traditions. Traditions are very important to a Master IJO Jeweler. We believe in offering superior quality, value, and service. It's more than just trust, it's about being a community and a family. *Jeweler: From our family to yours, STORE wishes you a safe*

**Confidence (2006 - 4 pieces) :60 Radio**

What is confidence? At STORE, confidence is the satisfaction of knowing that a Master IJO Jeweler stands behind you with un-matched customer service. Confidence is the security you feel because of our firm commitment to quality, and it's knowing that with our jewelry you will look and feel fantastic. Visit STORE your Master IJO Jeweler. (Pause) STORE in TOWN.

**Trust (2006 - 4 pieces) :60 Radio**

What is trust? At STORE, trust is the key element that allows one person to put their faith in another. Trust is a feeling of assurance that is earned through time, loyalty, and proven reliability. But above all, it's the foundation of the relationship between a Master IJO Jeweler and their customers. Visit STORE your Master IJO Jeweler. (Pause) STORE in TOWN.

**Integrity (2006 - 4 pieces) :60 Radio**

What is integrity? At STORE, integrity is treating people in your business and personal relationships with honor and respect. Integrity is evident in a jeweler who is both forthright and dependable. But most importantly, it's a crucial code of conduct employed by all Master IJO Jewelers. Visit STORE your Master IJO Jeweler. (Pause) STORE in TOWN.

**Honesty (2006 - 4 pieces) :60 Radio**

What is honesty? At STORE, honesty is the sincerity and frankness with which everyone wants to be treated. Honesty is providing the reliable information needed when making an informed decision, and it's the primary reason that a Master IJO Jeweler is able to exceed the expectations of their customers. Visit STORE your Master IJO Jeweler. (Pause) STORE in TOWN.

**Expertise (2006 - 4 pieces) :60 Radio**

What is expertise? At STORE, expertise is the result of years of experience and continued education in the jewelry industry. Expertise is always changing, requiring intense research and dedication. That's why expertise is a combination of knowledge and skill essential to a Master IJO Jeweler. Visit STORE your Master IJO Jeweler. (Pause) STORE in TOWN.

**Master IJO Jeweler :60 Radio**

STORE, your Master IJO Jeweler offers brilliance you deserve. Brilliant quality, brilliant service, and brilliant jewelry. STORE has beautiful diamonds and jewelry to satisfy any desire. Our skilled jewelers and knowledgeable staff will pamper you with hometown service you simply can't find anywhere else. Whether its an engagement ring, diamond tennis bracelet, pearl necklace, or three stone ring, you'll be happy to know our everyday price is the best price. STORE strives to be this area's premier destination for fine jewelry by delivering the integrity, honesty, and trust you have come to expect. Whether you indulge yourself with our exclusive jewelry designs or are looking to give diamond or gold jewelry as a gift, you will feel confident knowing you have made the right choice at STORE. Experience the brilliance you deserve at STORE in TOWN.