



IJO SHOW COMMERCIALS SCRIPTS

New Commercials

Gold Buying You Can Trust New for Charlotte

Have you seen gold buying ads on TV and wondered “Are these a good deal?” You don’t have to mail your gold away to a stranger. *At STORE we are trained to know metals. We’ve always bought gold and silver at the best value.* As jewelers we have the tools to analyze what you bring in, assuring you get proper credit. We’ll pay you on the spot. No waiting. And we’ll even give you extra if you trade it in for a new piece of jewelry. *Safely sell your gold at a place you can trust... STORE in TOWN.*

Gold Buying “Hype Version” New for Charlotte

Attention! Gold prices are at record highs. Now is the time to turn your unwanted and broken jewelry into cash. Don’t mail it away to a stranger and wait for payment. *Get the best value by bringing it to STORE, a local jeweler you can trust.* No matter the quantity or condition, we will buy your gold on the spot. No appointment necessary. In these economic times, everyone could use a little extra. *Turn your gold and precious metals into real money you can spend today at STORE in TOWN.*

Christmas Dignity New for Charlotte

With a gift from STORE she’ll get what she’s always wanted while maintaining her dignity... Make her feel like a kid on Christmas morning with jewelry from STORE in TOWN.

Holiday Promises “IJO Branding” New for Charlotte

Each year the holidays bring a promise of new memories to be cherished forever. Celebrate those memories with exquisite fine jewelry. *As your Master IJO Jeweler in this area, STORE offers exclusive jewelry designs that are only available from our select group of stores. The quality and beauty of these pieces is unmatched and like your holiday memories will be enjoyed for years to come. For the brilliance you deserve choose STORE in TOWN.*

Pandora IJO Exclusive New for Charlotte

Tell your life story in style with Pandora and their unique collection of charm bracelet jewelry. Each gold and silver charm represents a moment to remember like a birthday, anniversary, or just a special day with your daughter. *As a preferred Pandora dealer, STORE is bringing the craftsmanship, beauty, and most importantly... fun of this unique jewelry to everyone. Life has its moments, make them unforgettable with Pandora from STORE, your Master IJO Jeweler.*

Ring of Her Dreams New for Charlotte

“She’s been waiting for this moment for as long as she can remember. You’ve been a nervous wreck. But then it happens... just how it was supposed to. She actually said yes... and she looked so happy. And then she showed her friends. Oh yeah... you did good.” *Make the moment she’s been waiting for the one she’ll never forget with an engagement ring from STORE. No matter your budget, we’ll help you find the ring of her dreams at STORE in TOWN.*

Valentine Hearts New for Charlotte

So I’m trying to come up with a Valentine for the misses. I thought I could pump some iron... you know, buff up and impress her with my bulging biceps. And maybe learn a new dance more or two. Ok... Let’s just say that was a flawed plan from the start. *At STORE we have the perfect gift for most any valentine.* She’s happy I’m happy and the price didn’t give me a coronary. *Stop into STORE today for a Valentine gift from the heart.*

Lucky 1%

Did you know that 99% of American women will fall in love. 90% will get married and 80% of those ladies will be proposed to with a diamond engagement ring. But less than 1% of those lucky brides will receive a diamond of 1 carat or more. *Whether it's for your bride to be or an upgrade of an existing engagement ring, the diamond experts at STORE will ensure that she is the envy of 99% of her fellow brides. STORE in TOWN.*

It is Time New for Tampa

*It is time... It is time to love her... It is time to celebrate her... It is time to honor her...
It is time to surprise her... It is time... to blow her away! With a diamond!
It is time for quality. It's time for value. It's time for selection.
It is time for STORE in TOWN.*

Love Business New for Tampa

Everybody's in a business. A realtor helps build your family with a home to grow in. A doctor keeps you healthy and can fix a broken heart. An accountant keeps you on track for your future dreams. *As a Master IJO Jeweler STORE is a little of all these because we're in the love business. We're there for your family's special times, with regular happiness checkups and symbols of love that promise an even brighter future. That's "our" business at STORE in TOWN.*

Be Her Hero New for Tampa

This really isn't the way to be her hero. Instead try an AMAZING piece of jewelry from Parks Diamond Jewelers. You will find an INCREDIBLE selection of DAZZLING diamonds, SPECTACULAR colored gemstones, and pearls that really pack a PUNCH. Don't be a zero, be her hero at Parks Diamond Jewelers in Texarkana.

Store Anniversary New for Tampa

STORE is celebrating 20 exciting years in business. We are proud of how far the store has come over the years and love serving the community in this way. From our trips around the globe to find the best diamonds and designs to our unique jewelry collections and quality customer service, we're constantly striving to offer the area's premier jewelry experience. As we celebrate our 20 year anniversary, we look forward to serving our many friends in the future. Come see us at STORE in TOWN.

Love Starts Here New for Tampa

Say "I'll love you forever" at STORE in TOWN.

Romance Stimulus Package New for Tampa

Has your love life taken a downturn? Are you in a relationship recession? YOU need a bailout. *Hope has arrived! You're qualified for the Romance Stimulus Package at STORE. We have an entire store filled with diamonds and fine jewelry that will put the sparkle back in your love story. Our team of romance advisors has the surefire plan to get your passions on the road to recovery. Survive your love crisis at STORE in TOWN.*

Perfect Christmas Gift New for Philadelphia

The perfect Christmas gift should be first and foremost a reflection of your love... It should celebrate the special times you've shared... It must be truly memorable... but reflect the fun times... and offer a promise of the future. One gift expresses all of these sentiments... the gift of jewelry. *At STORE the Christmas gift you're looking for has already been found. It's waiting in our cases, you just need to pick it up at STORE in TOWN.*

Holiday Memories New for Philadelphia

Holiday memories are some of the most special. These are the times we look back on most fondly. These are the moments best spent with the ones we love. Holiday memories will always stay with you. Your Master IJO Jeweler is always there for you as well. *STORE can help you create even more memories with jewelry as unique as your love. You can trust the quality and know that we will be here for your future needs. Celebrate the holidays with brilliance you deserve at STORE in TOWN.*

Cash, Credit, or Repair New for Philadelphia

Do you have jewelry that you'll never wear? How about a broken piece that's stashed deep in your jewelry box? *Don't let your unused gold jewelry gather dust, get the most out of its value today. Bring it in to STORE for cash or store credit. Walk away with the cash or put your credit toward a beautiful piece of jewelry you actually WILL wear. If you need a repair, bring it in, and we'll have it looking like new in no time. Cash, credit, or repair... at STORE in TOWN.*

Phantom Diamond Syndrome New for Philadelphia

Have you noticed the following symptoms in a loved one? Do you find them admiring jewelry that isn't there? Agonizing over a feeling of empty ears or an unattractive neckline? Do they dream endlessly of a marriage proposal that never happens? They may be suffering from PDS or Phantom Diamond Syndrome. Don't worry... there is hope. *The love doctors at STORE have the perfect remedy. Our beautiful selection of fine jewelry will have her cured in no time.* (fast) Warning: Side-effects include heart palpitations, loss of breath, and romantic tendencies.

Best of Both Worlds New for Philadelphia

Hello, I'm NAME from STORE. Some think that since we're a single store operation, we don't have the buying power of the mega chain or department stores. But actually, we're part of the Master IJO Jewelers, the world's largest jewelry buying group. This gives us the power of eight hundred million in sales and the flexibility to hand-pick every piece of jewelry we buy. You get the best of both worlds; the buying power of a major, with the customer service of a hometown jeweler. STORE in TOWN.

The 4Cs New for Colorado Springs

Thinking about a diamond? Then you should be thinking about the 4Cs and a jeweler like STORE to explain them. CUT refers to a diamond's proportions and angles, so crucial to its fiery brilliance. COLOR is a grading of whiteness from colorless to yellow. CLARITY is a scale of perfection for inclusions like minerals or fractures. And CARAT WEIGHT is the actual weight, not size, a common misconception. The 4Cs are just the beginning. Put your mind at ease with a jeweler you can trust, STORE in TOWN.

When I Think of You New for Colorado Springs

"If I could put into words how my heart feels when I see you, or when I think of you, I would be talking forever. But finally, I found a way to tell you how I feel without speaking a single word." Nothing will capture your heart like breathtaking gift of jewelry from STORE. STORE in TOWN.

Pride New for Colorado Springs

Hello, I'm NAME from STORE and I would like to talk to you about the pride we take in every piece of jewelry we sell. We handpick all our jewelry, from the basic pieces to famous designers. If we are not proud of it we don't sell it. From classics to the leading edge of fashion and design, every piece shares our relentless demand for quality, backed up with the best in service after the sale. That's how we can guarantee you will be as proud to wear it as we are to sell it. STORE in TOWN.

Diamond Test Drive New for Colorado Springs

Before you buy a car you take it for a test drive. Before a marriage proposal there's usually a few dates. So why would you settle for anything less when buying the diamond for that proposal? Shopping online is great, for DVDs, but with a diamond you want something more. You want an expert who will show you exactly what you're getting to "know" its perfect. *When you need to know you need to come to STORE in TOWN, your diamond engagement ring destination.*

IJO CEO Endorsement New for Colorado Springs

Hello, I'm NAME from STORE. We are proud to be members of the largest and most powerful jewelry buying group in the world, the Independent Jewelers Organization. IJO's Immense buying power means savings for our customers and access to exclusive IJO only designs. Hello, I'm Jeff Roberts, President and CEO of IJO and I am happy to announce that STORE has met the stringent qualifications required to be the exclusive Master IJO Jeweler in TOWN.

Holiday Choices New for Orlando

Time's running out. Have you gotten her gift yet? So many choices, but only one is the right one. *At STORE we'll help you find it. You'll enjoy yourself, you won't feel intimidated, and you'll end up with a gift she'll be talking about all year. Don't wait 365 days to fix a bad choice. Make the right one now at STORE in TOWN.*

Bad to the Bone New for Orlando

Guys, imagine walking into the garage and finding a new, chromed out eighteen-hundred C.C, V-twin, bad to the bone, "hog" with a little note from your wife that says "Just because I love you." That would feel pretty cool, huh. Well, her idea of "bad to the bone" comes in a little box. It's well within reach and let's face it, she deserves it. For a gift that defines "bad to the bone" come to STORE in TOWN today.

Count on Us New for Orlando

This ring was my grandmother's. It's beautiful and it means more to me than anything. I wear it every day and I love it every day. *At STORE we understand the importance of sentimental value and through cleaning, checking, and repair we can keep your heirlooms safe and beautiful.* They keep it looking great. I know my mother and grandmother trusted them, I wouldn't think of trusting it to anyone else. *You can count on us to keep it looking beautiful for generations to come. STORE in TOWN.*

High Definition Jewelry New for Orlando

A group of ladies discuss a certain "present." It is revealed to be a big screen TV. *Size doesn't matter... especially if it's the wrong gift. At STORE we have a store filled with what she really wants. And if size really does matter, we'll make sure you get the quality and service to match. For jewelry that's really high definition, visit STORE in TOWN.*

Diamond Trends New for Orlando

A diamond can create the perfect moment. That never changes. With diamond jewelry, however, there's always something new. Take Journey jewelry. See how the diamonds "grow" from smaller to larger? This expresses how with every step your love grows. Another style uses three diamonds to symbolize your past, present, and future. And who can resist classics like stud earrings, anniversary bands, and of course the engagement ring. *STORE has the latest trends and all the essentials. They look great and feel even better to wear.*

Diamonds Commercials

Chance

Chance is defined as... an opportunity or set of circumstances that make it possible for something to happen. She took a chance on you... now is your opportunity to show her that she made the right choice. *Stop by STORE and let us help you find an extraordinary ring that makes a promise for your future. Visit STORE in TOWN today.*

A Glimpse of Beauty

There are times in life that we are fortunate enough to catch a glimpse of something so beautiful, words cannot do it justice. So beautiful that we can't take our eyes away from it. So beautiful that its impact lasts... forever. *There is only one gift suitable to compliment her unmatched beauty... the gift of diamond jewelry. Stop by STORE in TOWN.*

Unequaled

Unequaled in their beauty, diamonds are the ultimate gifts of love. For the best selection of diamond jewelry stop by STORE in TOWN.

Memorable Moments

Diamond jewelry... For all the most memorable moments of your life. *Visit STORE NAME today, your diamond jewelry specialists. That's STORE in TOWN.*

Popping the Questions

Voice Overs: Sarah, will you marry me? Jessica, I want to spend the rest of my life with you. Carrie, would you do me the honor? What I'm trying to say is... I want to make you an honest woman, Tracy. I want to grow old with you, Samantha. Laura, if you're not busy for the next century...? *It doesn't matter how you ask as long as the ring is from STORE. Visit STORE in TOWN, your engagement ring headquarters.*

Diamond Chemistry

What makes diamonds the hardest and most precious gemstones in the world? Neutral carbon atoms consist of six protons and six electrons. Four valence electrons are available to bond with neighboring atoms. In diamond, these electrons form super strong covalent bonds with other carbon atoms creating a rigid and highly symmetrical structure of unmatched strength. *In other words, diamonds are a gemstone worthy of symbolizing your relationship. Stop in today and see our selection of beautiful diamond jewelry at STORE in TOWN.*

Q&A

Question: Can you afford it? Answer: Isn't she worth it. *Take this opportunity to tell her I forever do. Stop by STORE in TOWN.*

Ice on Fire

Ice on Fire... Beautiful diamond jewelry with a fiery brilliance that will melt her heart. Are you tempted? *Where there's smoke there's fire. To make your relationship really sizzle, stop in to STORE in TOWN*

Proposals

He took me to the café where we first met. Her parents'... the big holiday dinner. I remember it like it was yesterday. All of a sudden he was down on one knee. And then I said it. Will you... marry me. I said yes. Yes. Yes. *Make the memory as perfect as the moment with a Diamond Engagement Ring from STORE in TOWN.*

Fall in Love Again

He makes me laugh. There's nothing like her smile. He's a great father. She's a great mother. He's always full of surprises. *This year fall in love again with a gift of diamond jewelry from STORE in TOWN.*

Closer Encounters

Astronaut 1: So when I get back I'm gonna propose to Lisa. Astronaut 2: Make sure you get that ring with a qualified jeweler. Mission Control: Roger that, a jeweler who'll take the time to explain how diamonds are graded and which one is right for you. Alien: A plentiful selection and heightened levels of acquired knowledge they must have. *STORE has the highest quality diamond engagement rings at prices that are out of this world. Visit STORE in TOWN.*

The Meaning of Love

Love is patient, love is kind. It does not envy, it does not boast, It is not proud. It is not self-seeking. It keeps no record of wrongs. But rejoices with the truth. It always protects, always trusts. Always hopes, always endures. *When the moment really counts come to the people who know just how much it means. Visit STORE in TOWN.*

Action / Reaction

Text: Hugs... Kisses! Dinner for two... Dessert! *It may be the thought that counts, but it's her reaction that matters. Visit STORE in TOWN today.*

Diamond Experts

The big day is here. You need a diamond but it's turning into a big hassle. It has to leave her speechless, but what's all this technical stuff? *Confused? Let STORE lend you our diamond experience. Want the facts and figures explained? We'll help. Simply want a beautiful diamond. We'll take care of it. The result is the same. A diamond you can be confident about and a big smile you won't soon forget. From the diamond experts at STORE in TOWN.*

"Rock" Formations

Man: Look at that rock! Can you believe it was carved by water? Woman: That's amazing. Man: And look at that one! It must be 10,000 feet tall! Woman: Yep, it's tall all right. Man: And that rock over there! Woman: Breathtaking. Man: What do you think of this one? Woman: Breathtaking! *STORE has some of the most beautiful rock formations you could ever imagine right here in our showroom. STORE in TOWN.*

The Engagement

You've been in close relationships in the past, but this is different, very different. You're absolutely positive that this is the person you want to spend the rest of your life with. Sweep her off her feet with a breathtaking engagement ring. *Hi, I'm NAME from STORE. We have the perfect style ring to suit your bride-to-be, backed with our reputation for quality service. Visit STORE in TOWN today.*

The Anniversary

The memory is still as vivid today as it was the day of your wedding. The people, the flowers, the candles, the rings, your beautiful bride, and those two fateful words that sealed your commitment to spend your lives together. *Hi, NAME from STORE. At STORE show her your bond is as strong today as the day you were married. Our commitment to quality service is as enduring as your commitment to each other. Visit STORE, in TOWN today.*

Training Day

A man is seen repeatedly dropping to one knee as if exercising is revealed to be practicing proposing. *With our fabulous selection of engagement rings, STORE can get you in shape for that special moment. Visit STORE in TOWN today.*

Frantic

A handsome young man has just prepared his love struck girlfriend a lovely dinner. Seeing this as an excellent opportunity to propose, he gets down on one knee and reaches for a ring box in the pocket of his slacks. Upon realizing that the box is not there, he dashes out of the room leaving the girl confused and slightly annoyed.

The man searches frantically through his bedroom, tearing the place apart in the process. After much panicking he realizes the box has been in his coat pocket all along. Crisis averted, the man returns to his waiting girlfriend and makes the proposal, to which she happily accepts.

You have enough to think about without having to worry about the ring. Let STORE help you pick out the perfect engagement ring for your bride to be. STORE in TOWN.

Frustration

Several different photos of men with a look of concern and frustration on their face.

Concerned about where to find the perfect gift.. STORE can put your mind at ease with diamond jewelry that will make her head spin. Visit STORE in TOWN today.

Remember

Remember how she looked, how she smiled, and the anticipation of knowing that in a few moments you would be walking down that aisle. *Hi, I'm NAME from STORE. STORE has a large selection of beautiful anniversary bands, and our staff will help you find that perfect piece that's waiting for your bride.* On anniversary of that very special day capture a new moment. *Stop by STORE in TOWN.*

Four Simple Words

She's been waiting for this moment all her life. Four simple words. . . but we all know for this occasion words simply aren't enough. *If it's a breathtaking engagement ring you're looking for, there's only one place to go. Hi, I'm NAME from STORE. Trust STORE, because nothing but the best will do.* We'll help make those four simple words turn into yes. . . *Stop by STORE in TOWN.*

Engagement Rings / Anniversary Bands

There are moments that have the power to change our lives forever. Moments in which we can glimpse life's true meanings and its most beautiful simplicities. *Hello, I'm NAME from STORE. At STORE we believe engagement rings and anniversary bands are the perfect symbols of everlasting love.* Whether you are just beginning your journey together or are celebrating a love that has grown and matured over time, grace your most special moments with the unique and eternal elegance of jewelry.

Worry Free Diamond Buying

Buying a diamond involves confusing questions of quality, clarity, and price. At STORE there's no need to worry. We'll show you your options and answer all your questions. Our experience and industry connections insure us superior quality diamonds at excellent prices. As an established jeweler in TOWN you can be confident that a diamond from STORE is the whitest, brightest, most beautiful diamond for your money.

Diamond Buying

Deciding to buy a diamond is the easy part. Deciding which one to buy and where to buy it can be very confusing. Since there are hundreds of grades of diamonds, the key to getting the best diamond for your money is finding a qualified honest jeweler who has the years of experience necessary to accurately grade diamonds. *At STORE we have a knowledgeable and friendly staff anxious to explain all your different options. At STORE you can buy with confidence knowing you have purchased the best diamond for your money.*

Eternal Diamond Guarantee

Hi I'm NAME from STORE. At STORE we take pride in the quality of merchandise we sell. Being a member of Master Jewelers, the world's largest diamond buying group, STORE has access to the finest quality diamonds available at the very best prices. We feel so strongly about the value of the diamond jewelry we sell, that we stand behind it with our Eternal Diamond Guarantee which guarantees your diamonds against loss, theft, or damage of any kind. At STORE you can be certain that your diamond will truly last forever.

Direct Diamond Importer

Hello, I'm NAME from STORE. STORE is a Direct Diamond Importer, which allows us to buy directly from the diamond cutters. After the diamond has been mined, cut, polished and made ready for sale, it must go through a lengthy and complicated process of buying and selling before it eventually reaches the jewelry STORE. As a direct diamond importer we can cut out the dealers, brokers, and distributors allowing us to offer a significant price advantage to our customers. Visit STORE in TOWN.

Holiday Commercials

Mistletoe

A short history of Mistletoe. Mistletoe of Yesteryear. Mistletoe of Today. Same result. Much prettier. *At STORE, you'll find an entire store of mistletoe just waiting to sweep her off her feet. Visit STORE in TOWN.*

Christmas Noir

The clock pounds forward like my feet on the pavement. The days pass quickly, but still I've found nothing. Everywhere I'm taunted by empty promises of the perfect gift. But still I can't decide. *Don't wander the streets when you can get all of your shopping done at STORE NAME. We'll help you find exactly the right gift that won't break the bank. Visit STORE in TOWN.*

Holiday Recipe

What makes the perfect recipe for a holiday surprise? A spoonful of gold, silver, or platinum. A pinch of pearls or colored gems. How about a sparkling drop of diamonds. *Hi, I'm NAME from STORE. We have all the essential ingredients to whip you up a holiday surprise. Visit STORE this holiday season and find the recipe that's right for you.*

'Tis The Season

It is better to give than receive. Though giving does have its benefits. *'Tis the season to give the most intimate gift... the gift of jewelry. Stop by STORE in TOWN this Holiday Season.*

Holiday Heat

No matter where you celebrate the Holidays, make sure the warmest fire burns from within. *Ignite her passion for you this holiday season with diamond jewelry from STORE. Visit STORE in TOWN.*

Christmas Connection

Visual: A cunning woman gets her man to give her the Christmas gift she really wants by reeking havoc with his computer. *Get Yourself out of the house and into STORE. We have the Christmas gift she really wants with personal service that can't be beat. STORE in TOWN.*

Secret Santa

(A woman is seen setting out a plate of cookies and a glass of milk for Santa) Do you still believe? (We then see the arm of who appears to be the husband dressed in a Santa suit, take some cookies and drink some milk, and replace them with a wrapped jewelry box.) *Christmas magic does exist when you shop at STORE. Visit STORE in TOWN this holiday season.*

The Last Gift

The last piece of ribbon gently glides to rest atop the wrapping paper pile. You can sense a hint of disappointment in her smile. She's thinking you've forgotten that special piece of jewelry she's been hoping for all year. That's your cue to bring out that unmistakable little box and light up her beautiful eyes. *When making Christmas dreams come true, save the best for last with a gift from STORE in TOWN.*

Better Than A Sweater

(A man bumbles his way through a STORE searching for holiday gift ideas for his significant other. He considers several ridiculous gifts before receiving some good advice from an unknown voice.) Psst. Hey, you. Don't fall back on the same old boring gifts again this year! Give her what she really wants, something that will melt her heart, guaranteed. *Let STORE help you find that spectacular piece of jewelry that will make this holiday one to remember. Visit STORE in TOWN.*

Think Again! (Christmas)

Think you know what she wants this Christmas? Think Again! (Upbeat Music)
STORE has what she really wants this Christmas. Now it's up to you to make her dreams come true. Visit STORE in TOWN.

Visions of Diamonds

Shades of red and green adorn windows and doors, and patrons can be seen bustling through busy STOREs. The Christmas season is here and I've been a good girl, so please grant my wishes of diamonds and pearls. Oh yes, I have visions that dance in my head though no longer of sugarplums but of carats instead. *Make all her Christmas wishes come true this year at STORE in TOWN.*

Christmas Heist.

("James Bond" style music as a burglar creeps through a house. Burglar is revealed to be a woman searching for her Christmas gift) "Honey, no peaking until Christmas!" *With a gift from STORE you may have to come up with a better hiding place than underneath the tree.*

Rock Your Christmas:

Do you want to put a little rock in your Christmas? *Hi I'm NAME, from STORE. If you want to be rockin' around your Christmas tree, STORE can help. Stop by STORE in TOWN today.*

Ring in the New Year

There's only one way to ring in the New Year this holiday season, with style...and elegance . . . *Hi, I'm Name from STORE. We have a beautiful selection of fine quality gold and platinum rings, and earrings, waiting for your special loved one. STORE's friendly and knowledgeable staff will help you find that perfect gift to ring in the New Year. Stop by STORE in TOWN today.*

Valentine Basics

Valentine's Day is all about the basics: You, her, and an unforgettable gift of jewelry. Nothing says "unforgettable" like breathtaking diamond jewelry. The diamonds burn with a fire and brilliance equal to her beauty. And these fashionable designs are ones she'll love wearing every day. Simple and elegant has never been this "unforgettable" at prices that are "unbelievable." *Brilliance you deserve and Valentine basics at STORE in TOWN.*

Valentine's Day

This Valentine's Day get back to the basics: You, her, and an unforgettable gift of jewelry. *Hello, I'm NAME from STORE. Nothing quite compares to the simple yet elegant beauty of fine, quality jewelry. It's the only way to show her how you feel when nothing less than perfection will do. Come visit STORE and make this Valentine's Day one that will be remembered for years to come.*

Valentine Opportunity

What's Valentine's Day really all about? It's more than paper hearts, cupid arrows, and candy with mushy messages. While other holidays involve family and friends, Valentine's Day is just for you and her. *STORE has heart-stopping jewelry that will make her feel like the only woman in the world. Valentine's Day shouldn't feel like an obligation, but an opportunity to celebrate the time you spend together. Visit STORE in TOWN.*

Valentine Saint

A woman is seen pacing in anticipation of the arrival of her significant other. Voice of girl's thoughts: "I wonder what he's gotten me this Valentine's Day. Maybe he forgot all together. I hope he didn't get candy or flowers... Huh, figures." After her date arrives with her unwanted gifts she hastily opens the box of candy to find a beautiful necklace and she embraces him gratefully. *Jeweler: "Make her your Valentine forever at STORE in TOWN."*

Graduation

You've been with them every step of the way. The late nights... The successes... The frustrations... You believed in them, and they hung in there, and now their hard work has paid off. *Hello, I'm NAME from STORE. At STORE we believe that the most memorable accomplishments deserve the most memorable rewards. On the day they look back at how far they've come, let them know that you always believed in them... and that you always will. STORE in TOWN.*

Mother's Day

Your wife has given you the most precious gift you have...your family. She does so much to make every moment special for you and your children. *This Mother's Day show her your love and appreciation with beautiful jewelry from STORE.* Whether it's with gold and diamonds, pearls, or colored gemstones, remind her of the path you've traveled together. *She surprises you in subtle ways everyday. Isn't it time you return the favor in a big way? Visit STORE in TOWN.*

Let It Snow!

Let it snow, let it snow, let it snow! This year you will actually wish for snow when you shop at *STORE*. If it snows 3" or more between the hours of 12:01 A.M. and 6:00 A.M. on December 27th; jewelry, timepieces, and gift items purchased between November 26th and December 19th will be absolutely free. *STORE* has fine diamond jewelry, timepieces, and other beautiful gift items that say "Merry Christmas" like nothing else can. Surprise that special someone with an unforgettable gift from *STORE*. Visit *STORE* in *TOWN* today.

Year Round Commercials

Commitment

Commitment... its such an important part of your life. Commitment to succeed... commitment to your family... commitment to your health... and, of course, your commitment to her. *Now is the time to buy her a gift to show her just how committed you are. Visit STORE in TOWN.*

American Heroes

Throughout our history... we Americans have been fortunate... to witness the greatness... of a few *true* heroes. George Washington. Thomas Jefferson. Abraham Lincoln. Eugene Fredrickson???? *Every guy can be a hero when he shops at STORE. That's STORE in TOWN.*

Design Innovations

Do you have an idea for a Masterpiece? At *STORE*, if you can describe it, we can design it. Using cutting edge Computer Aided Design software, we'll visualize your idea right before your eyes and manufacture it to the highest level of quality. From start to finish, your custom piece is done to your specifications and satisfaction. *At STORE we're using the latest technology to bring you the brilliance you deserve. STORE in TOWN.*

No Holiday Necessary

Did you get her a diamond during the Holiday Season? How about New Year's? Then you must have gotten her a diamond for Valentine's Day? Don't worry, there's still time to show her how you feel. You don't need the excuse of a holiday to give a gift from the heart. *Make today the day you tell her "I Forever Do". Stop by STORE in TOWN today.*

Afternoon to Forget

Big plans today? (A sloth man lounges around the house.) Bigger plans tonight! *Thank her for her eternal patience. Make tonight the night you tell her "I Forever Do" at STORE in TOWN.*

Evening to Remember

Tonight is going to be a night he will never forget. Tonight is going to be a night *she* will never forget." *Remind her she's the one. Make tonight the night you tell her "I Forever Do" at STORE in TOWN.*

Once in A While

Once in awhile, right in the middle of a perfectly ordinary life, LOVE... gives you a fairy tale. *I'm NAME from STORE. Let the experts at STORE help you turn your love into a beautiful fairy tale. STORE in TOWN*

Because You Love Her

Because you love her so much. Because you still think of the way she made you feel the day you first met. Because after all this time and so many memories, it still thrills you to make her smile. She has made your life so much more, but words can't describe how much she means to you. *Show her how much you truly care with a gift of fine jewelry at STORE.*

A Little Luxury

She's a wonderful wife. She's a great mother. She is extraordinary. *Indulge the special woman in your life with an astonishing piece of jewelry from STORE. We're certain to have just the right gift at just the right price. STORE in TOWN.*

Make Her Day

(Various scenes of a hectic day involving family obligations as well as office tasks.) There's no doubt about it, the world's a busy place. Think about how surprised she would be to come home to find that little box tied up with a beautiful bow just waiting for her. *At STORE, show her that no matter where your busy days take you, she's always on your mind and in your heart. Visit STORE in TOWN.*

Laser Welder

Hello, I'm NAME from STORE and I would like to inform you about the advantages we offer with laser welding. Laser welding joins together any two metal parts, eliminating the need for messy and weaker solder bonds. The laser offers pinpoint accuracy and minimizes the potential hazards of heat damage, improving the end result of all types of jewelry repairs. See how our commitment to the latest technology will keep your jewelry as strong and beautiful as the day you bought it.

Remounting

Your family's heritage is special. Breathe new life into a precious heirloom, and create a new treasure whose brilliance will last forever. *At STORE we can mount your precious gems from an existing piece of jewelry into a beautiful new setting that preserves the timeless elegance of the original.* Our design experts will help you create a new gift to be worn and enjoyed today, which will be preserved for generations to come. *Celebrate the past and look to the future at STORE in TOWN.*

Community

Our community is our bond. It's what holds us together and makes us who we are. *Hello, I'm NAME from STORE. At STORE we feel like we have a personal relationship with you and the community. STORE has a commitment to quality and personal service that you won't find anywhere else. That's what we've stood for, for ___ years. So whether you're a familiar face, or someone new, come on in... we'll make you feel at home. STORE in TOWN.*

Getting the Hint?

(Various shots of newspaper ads strategically placed around the house.) *Think she's trying to tell you something? STORE knows what she really wants. I invite you to see how our reputation for superior service and selection will help you make all her dreams come true. Visit STORE in TOWN.*

Dear Lisa...

Dear Lisa, when I'm with you the sun seems brighter, the flowers smell stronger, and music sounds, uh...louder... (Record scraaaattcch!) Dear Lisa, you complete me... (Record scraaaattcch!) Jeweler: At a loss for words... Give her a gift of jewelry from STORE. It will say everything she wants to hear. Visit STORE in TOWN today.

Trouble in Paradise

(Man and woman standing on a beach) It's moments like this that can only be truly experienced because she is there to experience it with you. You'll cherish this moment for years to come. Can you even imagine it without her? (Woman disappears and man falls over) *Don't let your relationship end up on the rocks. Show her how much you appreciate her with a magnificent piece of jewelry from STORE. STORE's knowledgeable and friendly staff will help you choose the perfect gift. Visit STORE in TOWN today.*

Her Smile

There is nothing in the world that makes you happier than seeing her beautiful smile. Even on your worst days, one look at her lips curved into a grin and all your cares seem to slip away. *Jeweler: Treat yourself to an unforgettable smile. Buy her a gift from STORE. STORE has the perfect piece of jewelry that is sure to make you both happy. Visit STORE in TOWN.*

Stunned

Photos of several women with surprised and astonished looks on their faces combined with jewelry.
Looking for reactions like these? Only a gift from STORE could be this stunning. Visit STORE in TOWN today.

Together

Every day together is a day to celebrate. Don't let another day go by without showing her how lucky you are.
Hi, I'm NAME from STORE. If you are one of the lucky ones, who has truly found that perfect someone, give her something as eternal as your love. Give her the gift of jewelry from STORE. It's not the holidays. . . it's not your anniversary. . . it's just because you're together. STORE in TOWN.

I Love You

What's the best way to say, "I Love You"? Give her something that will make her Heart skip a beat, something that will make her friends say, "He must really love you". *Listen guys giving her a gift that she'll never forget doesn't have to be difficult. Let the jewelry experts at STORE show you some things that will do just that. Whether it's a birthday, anniversary, holiday, or just because, STORE has the perfect gift for her.*

Repair

Beautiful jewelry should be worn and enjoyed, though it must be properly maintained. For example, the prongs that hold your diamond can become worn down. Retipping replaces the worn prong keeping your diamond secure. *At STORE our experienced jewelry professionals will keep your jewelry safe and beautiful. From a simple cleaning to a complex restoration, all of our repairs are done (In-house opt.) by experienced craftsman so you know your jewelry is in good hands at STORE in TOWN.*

Custom Design

Hi I'm NAME from STORE and I would like to invite you to stop in and see our fine selection of jewelry. We carry merchandise ranging from ten dollars to ten thousand dollars. At STORE we have something for everyone. But if you don't find that something special, we can design it for you. We have (STORE qualifications). We are looking forward to seeing you at STORE located in TOWN.

Jewelry Services

Hi, I'm NAME from STORE and I'd like to tell you about some of the services we offer. We have a complete repair department, which includes all types of jewelry as well as watch repairs and batteries. We also do appraisals, engraving, and custom designing. Our friendly and courteous staff at STORE has a combined total of _____ years of jewelry experience. We are looking forward to seeing you at STORE located in TOWN.

Rock Spot

Any style... Any price... Any stone you desire. Hi, I'm NAME from STORE and I want to be your jeweler.

Rock Spot 2

What is it that you want? What would bring you satisfaction? Hi, I'm NAME from STORE. At STORE what you want comes first, and what we want is your satisfaction. STORE stands behind the quality of its merchandise. That's what you want, and that's what you deserve. Visit STORE in TOWN today.