

“Play N Trade” Proposals for Commercial

Spot 1

Man silhouetted against a backdrop like a confessional video:

-or-

Relaxing in his living or game room directly addressing the camera

“Let’s be clear about something upfront.

I hate video games. Always have. They’re a colossal waste of time. And I was there at the beginning. I remember playing Pong in Sears at a Point of Sale display before anyone knew what a Point of Sale display or a video game was. And then the arcades! Quarter after quarter of hard earned cash down the drain. What do you get out of it? Bragging rights that are only good until the next Joe comes along and beats your high score?

No way. Not for me. I’ve got better things to do with my time.

Years go by. Out of the blue, my wife decides she wants a game console. It’ll give us something to bond over, she says, increase our common ground. So fine, I’m hip to see what the fuss is all about. It worked for sushi and skydiving so I figure what the hell. Plus my little brother is a vidgit. A gamer with a capital G. He owns every system known to man.

I do the research. Best bang for my buck. X box 360. Now remember I’ve never played video games. And the few times I did: Space Invaders.

Get the system. Hook it up and I’m fighting my way through Marvel Ultimate Alliance. And I suck. I mean really. I get a hold of a title called Monster Madness. Wild Wacky fun killing zombies. I’m a guy. I don’t read the instructions. I just start playing. I’ll figure this out as I go. After a couple of hours I give up.

But the strangest thing happened. I fall asleep and I DREAM video games. I mean active, running, jumping, shooting, slaying, 64 bit, 256 color graphic, 3D 360 degree camera moves video games. Car destroying, monster smashing, puzzle solving video games.

I’m 45 and this is the coolest thing I’ve done in a long time. Next to getting married. An some sushi I had in Flagstaff once. So now we’ve got an Xbox, a Wii, a Playstation, My wife has a DS and I’ve got a PSP. And you know what. I still suck. But it doesn’t matter.

That’s why I go to Play N Trade. I get to preview the games before I ever buy ‘em. I still smart enough to get the best bang for my buck.”

Spot 2

Wife screams in frustration at video and throws controller against wall / screen / console.

Husband sits controller on counter.

Again, wife screams in frustration at video and throws controller against wall / screen / console.

Husband sits controller on counter.

Once again, wife screams in frustration at video and throws controller against wall / screen.

Husband sits controller on counter.

And again, wife screams in frustration at video and throws controller against wall / screen.

Husband sits controller on counter.

(This can alternate with different people throwing the controller, but it’s always the same guy putting the broken console / controller on the counter.)

Tag Line one:

At Play N Trade we repair broken consoles.

Tag Line two.

Avoid the frustration. Play before you Buy. Play N Trade.

Spot 3

Teenager sits in front of a console playing, nearly bored. The screen flashes. The game is over.
This happens several times.

Mom comes in and looks at the pile of video games.

Mom: "Finished with those?"

The teen nods.

Mom approaches the hall closet and opens the door...

Releasing an avalanche of old video games and consoles.

"Unwanted games piling up?"

"Bring them to Play N Trade"

We trade old video games for the new stuff you want.

Back to Mom buried in a pile of plastic.

"Save the environment. Recycle your old games"

"Play N Trade. We're saving the planet one video game at a time.

Spot 4

Two kids, Nip and Tuck, play games in front of the TV

Grandma comes in with birthday money and wants a birthday kiss

They both thank Grandma, take the money and run out.

Nip buys his game immediately and is back home playing in no time.

We see Tuck at Play N Trade playing through several selections.

Nip is back home bored / frustrated out of his mind and warding off grandma.

Tuck picks a game with beaming satisfaction.

Back to at the TV Tuck plays through his game while Nip is avoiding Grandma and her Birthday kiss.

Tag Line:

Play N Trade: Play before you buy.

Or wind up sucking face with Grandma.

Spot 5

The Play N Trade Store

Full of Game Characters

Try before you buy

A Pirate argues with a Ninja over whose game is better.

Nip plays both games to decide.

Game repair and loaners

A Zombie tries to return a broken console but his arm keeps falling off.

The employee helps him repair his arm and his console.

Retro Games and Consoles

A really old game character is looking for something for his retro console.

Play N trade has it.

Monthly Tournaments

All the characters and Nip and Tuck are in the back room playing in a monthly tournament