

TELEVISION AD FOR BUILT NY'S GOURMET GETAWAY LUNCH TOTE

A William Shatner-type Man appears on the screen.

Man: We've all been guilty of it at some time: lunch abuse.

"Monday" appears at the top of the screen.

A Woman sits at her desk, opens her purse pulls out a hairbrush, runs it through her hair and notices that her hair is now covered in yogurt.

Woman: What the-?!

She reaches into her purse and pulls out a crushed, leaking yogurt container.

Woman: Great.

"Tuesday"

Woman sits on the subway and pulls out a novel. It's covered in mayonnaise. She reaches into her purse and pulls out a crushed sandwich halfway out of its plastic bag.

Woman: Yeah, this'll taste good.

"Wednesday"

Woman stands outside a movie theatre. Her phone rings. She reaches into her purse and pulls out a cell phone attached to a squashed banana.

Woman: Argh!

Man: Stop throwing your lunch willy-nilly into your purse! Carry your lunch in safety and style with the Gourmet Getaway Lunch Tote.

A series of different lunch totes in different colors and designs pop up on the screen next to him.

Man: You can carry breakfast, lunch and snacks for your whole work day. The possibilities are endless.

Woman watches Gourmet Getaway Lunch Tote Lady in the opposite cubicle. She is eating a highly civilized lunch. Her salad, dressing, ice tea, etc. are all neatly placed on her desk. She pulls out a cloth napkin which she lays on her lap. She then pulls out a last container from her tote, pours cherries jubilee onto a glass plate and sets it on fire.

Man: The Gourmet Getaway Lunch Tote, by Built NY. Treat your lunch right, treat yourself right.