Writer: Gabriella Balsam

Date: 03/07/2016

Client: Spanx

Job # & Project: #22-2016-01 :60 TV Commercial

Concept Summary: A woman standing in front of a funhouse mirror confronts all the ways ordinary jeans don’t fit her, until she discovers there’s another, better, option-Spanx Slim-X jeans!

|  |  |
| --- | --- |
| **VIDEO** | **AUDIO** |
| FADE UP INT WOMENS FITTING ROOM: A woman stands in front of what appears to be a normal mirror that is actually a funhouse mirror, wearing an ordinary pair of jeans. (In the mirror)Her legs suddenly look huge.Her mirror-body contorts itself to squeeze her waist as if choking her.Her mirror-body contorts again, in the most ill-fitting way yet. She steps away, out of frame. She throws the crumpled up ordinary jeans at the mirror. She steps back into the frame wearing Spanx Slim-X jeans. She stands in front of the mirror and she appears a dress size smaller than at the beginning.BANNER: The Spanx/Slim-X collection. CUT TO: Woman dancing in the fitting room in her jeans. | WOMANS VO: You know how it usually goes. Your jeans make your legs look huge.WOMANS VO: Or they squeeze your waist too tight.WOMANS VO: And sometimes, they just don’t fit right at all.WOMANS VO: It’s frustrating. But now there’s a better jean.Spanx Slim-X. The first Spanx jean is designed to flatter any body type and compliment any wardrobe. Get a pair and drop a dress size today.NARRATOR: SPANX SLIM-X jeans. Arriving fall 2016.WOMANS VO: Because comfort is always in style. |