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## BRONZE

**TITLE:** Magic Plug  
**PRODUCT:** Hardware Store  
**ADVERTISER:** Réno-Dépôt, Boucherville, Que.  
**AGENCY:** Diesel, Montreal  
**CREATIVE DIRECTOR:** Philippe Meunier  
**ART DIRECTORS:** Alex Bernier and Philippe Comeau  
**WRITERS:** Alex Bernier and Philippe Comeau  
**AGENCY PRODUCER:** Claudia Roy  
**PRODUCTION HOUSE:** Quatre Zéro Un  
**PRODUCTION HOUSE PRODUCER:** Philippe Lalande  
**DIRECTOR:** Emanuel Hoss Demarais  
**EDITOR:** Louis-Philippe Rathé  
**SOUND DESIGN:** Denis Éric Pedneault and Luc Préfontaine  
**RECORDING STUDIO:** La Majeure  
**CINEMATOGRAPHER:** Yves Bélanger  
**SPECIAL EFFECTS:** Buzz  
**CLIENT SUPERVISOR:** Jean-François Fortin

### "MAGIC PLUGS"

**VIDEO:** Open on couple loading up their car to go camping. **MAN:** For camping this summer, we've thought of everything. **WOMAN:** In fact, all we really need is just one thing. **VIDEO:** Beauty shot of the Magic Plug and its convenient plastic carrying case. **MAN:** The Magic Plug. **VIDEO:** Our couple is now driving along. The man, at the wheel, holds up three of his fingers while talking. **MAN:** It makes every trip a power trip, in three simple steps. **VIDEO:** The wife



removes the Magic Plug from its bag. Cut to the couple setting up their campsite. A microwave rests on a picnic table. The man plugs it into the Magic Plug, which is stuck to a tree. Cut to chicken rotating slowly in the microwave as it cooks. **MAN:** First, unwrap. **WOMAN:** Second, stick. **MAN:** Third, plug. **VIDEO:** It's evening. Cut to our couple in the tent. The woman plugs a small TV into the Magic Plug, which is stuck to the wall of their tent. The man watches a camping show. **WOMAN:** No more missing your favourite shows. **VIDEO:** It's the next day, and our couple is on the lake in their boat. The man plugs the radio into the Magic Plug and his wife starts dancing. **MAN:** It's quick and safe. **ANNOUNCER:** If it existed, we'd have it. **VIDEO:** Various images of the warehouse with an energetic visual treatment. **SUPER:** If it existed, we'd have it. **MUSIC:** Réno-Dépôt. **ANNCR:** Because in each Réno-Dépôt warehouse, we've got more brands and more models in stock, at unbeatable prices. Réno-Dépôt. We've got it. **LOGO:** Réno-Dépôt.

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## CERTIFICATE