
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.

CERTIFICATE