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Copywriting Sample

Kincaid Furniture/Heirloom : 60

Female narrator. Sentimental piano under

See all the framed photo's a-top your dresser? As time goes bye, the pictures will change, but the dresser will remain. - The dresser, marked by Katy's crayons, Billy's race cars and Sally's stickers. ... is now the heirloom you knew it would be. That's why - 20 years ago - you made that trip to Kincaid Furniture. You think back fondly on the day you bought all the solid wood and leather furniture that truly makes your house a *home*. Sure - you still remember the salesman talking about how (vocal dissolve to male with echo/flashback efx) Kincaid is the largest solid wood furniture maker in the world. Everything is custom built and shipped factory fresh from North Carolina - and there's a (vocal dissolve back to female narrator) 120 percent price guarantee. In 20 years, it'll seem like yesterday. Give yourself that memory, and the heirlooms. Kincaid Furniture, across from Checkerboard Farms.

Announcer: Leather sofas, solid wood furniture. Simmons and Serta mattresses. Heirlooms in the making. On sale now at Kincaid Furniture, across from Checkerboard Farms.