

- **COMMERCIAL COPY – Serious Toned**

EXCEDRIN

Headaches. We all get them. We all wish they would go away. There *is* a solution. Excedrin. I just take two and there's no more tension, no more throbbing, no more pain. My headache completely gone.

NIKE

It's a mindset. A focus. A deep seated spirit. It's an inner strength to keep your feet planted firmly on the ground, no matter what presses against you. It's confidence. It's belief. It's a way of life. It's Nike.

PINE SOL

Whoever said that a smell can bring back a flood of memories, was certainly right. Whenever I use Pine Sol in my home, I'm brought back to visiting my Grandmother as a little girl. She always kept her house smelling fresh. I have Pine Sol to thank for that.

- **COMMERCIAL COPY – Comedic Toned**

Deodorant

Whenever I feel like a sweaty slob, there is one assurance that gives me peace of mind. *Deodorant*. Just one wipe under each arm pit and I am good to go for days. Heck, I don't even need to shower for one whole week. That's how good this shizz is.

Corn Buster

Ladies, can't get those corns into that new pair of shoes? Introducing corn buster. You apply the cream over the bunion and within minutes the deep penetrating solution forms a crust. With one simple wipe, you will be able to get your foot into those high heels, giiiiirl.

One Wipes

Ever sit on a toilet and have the never ending wipe? Well, those days are over. I've invented one wipes. A new form of toilet paper that contains a solution where with just one wipe, you are fresh and clean. Done deal.

TEEN/ADULT COMMERCIALS

ON CAMERA SHOWCASE

(Choose only 1)

#1

This is what we believe: Technology alone is not enough. Faster. Thinner. Lighter. These are all good things. But when technology gets out of the way, everything becomes more delightful. Even magical. That's when you leap forward. And you end up with something like this: iPad 3.

#2

The five-dollar footlong Orchard Chicken Salad Sub is back. Packed with juicy chicken, sweet apples, tart cranberries, and crunch-a-licious celery, it's a bushel full of flavor on freshly-baked bread. Here for a limited time only. Subway. Eat Fresh!

#3

Did you know that your home is a bigger polluter of greenhouse gases than your car? Talk to your local utility company to find out how you can get a free energy audit to reduce your utility bill and combat climate change. Green it – Mean it!

#4

Here's the deal: You hate blowing money, but you want a ton of food. Taco Bell's Five Buck Box – A cheesy double decker taco, burrito supreme, taco supreme, cinnamon twists, and a medium drink. All for just five bucks. Now that's a deal!

#5

Don't be surprised if you haven't seen technology this intense before. No other car in the world has it. Actually no other anything in the world has it. The 2013 Lincoln MKX. It's not just technology. It's smarter than that.

#6

It's new! It's Nice 'N Easy Color Blend Foam Permanent Color with tones and highlights. Now in a delightful foam. Just three shakes. Foam it, love it. Nice 'N Easy Color Blend Foam. Your right color in a foam. It's foam-tastic!

#7

I thought ringing in the ears was just something I had to live with. But then my doctor told me about Lipo-Flavonoid. Said it improves inner ear circulation to help relieve the ringing. And was she ever right. Lipo-Flavonoid is number one doctor recommended to relieve ringing in the ears.

8

AT&T U-verse: fiber optic technology and computer networking to bring you better digital TV, faster Internet, and a smarter phone. Interactive home entertainment the way it should be: integrated digital and remote mobile access. The U-verse experience.

#9

Big Deal Days are back and better than ever. Go to Priceline.com right now for a sneak peek at recent winning hotel bids, and to find where you can save up to 60% on hotels. We'll even email you other people's winning bids so you'll know what price to name, with new email bid alerts. From Priceline.

#10

What's the latest in eye couture? Intense Shadow Blast from Cover Girl. The new eye shadow with primer built right in so the shadow lasts. Rich color that's fade-proof, water-proof, totally ignore-proof. Oh, yeah. From easy, breezy, beautiful Cover Girl.

#11

TireRack.com is more than just an online tire resource. We're your one-stop online tire Know How, Know Who, and Know What. With Tire Rack's online research tools you'll know you're getting the right tires for you, your car, and the way you drive it. Get your next tires at TireRack.com and experience the way we're revolutionizing the way you buy tires.

#12

Firm skin would be easy without gravity. With Olay challenge that. Olay Regenerest Day and Night Duo. The UV lotion helps protect skin and firms during the day. The cream hydrates to firm at night. Gravity doesn't stand a chance. Regenerest from Olay.

#13

Blondes: step aside. Redheads: who says you get all the fun? It's time for Brunettes in the spotlight with John Frieda Brilliant Brunette Shine Release Shampoo. Bring out your natural highlights for hair that's ultra-rich and gorgeously sleek.

#14

You'd think I'd be the only Joey McJingle on the planet. But nope. When I was 7, they stole my identity. I didn't find out 'til I was denied student loans for college. Took 10 years to clear my name. Visit LifeLock.com to find out how you can keep from being me.

#15

Times are tough, but affording the essentials shouldn't be. That's why I shop at Publix for weekly budget-friendly deals. Create delicious meals your entire family will love – for under \$15. Publix: where shopping is a pleasure.

#16

Any coffee can give you a pick-me-up. But how many can wild up your day? Live on the wild side with Caribou Coffee Wild Coolers. Introducing new and improved Northern Lite Coolers with only 100 calories each. It's love at first Lite.

#17

It's the end of the day. And you missed it. Where did those hours go? Get in the driver's seat and capture your life with the iPhone 4s – the fastest, most powerful smartphone on the market. Voice activation, video, and much more. In stores now.

#18

The toner cartridge just exploded on the last ream of paper and my presentation is in 72 minutes. That's when my Staples Easy Button saves the day. Staples has all the supplies I use – right now. If only there was an Easy Button for Captain Loud in the next cubicle.

#19

One dollar a day. Show of hands: who spends more than that on coffee or soft drinks? Compassion International can feed, clothe, and educate a child with your dollar a day, every day. Trade in the caffeine fix and revolutionize a life. Visit Compassion.com today.

#20

Football fans, we've heard your cries. We know that February to September is a lifetime. That's why you can watch the best NFL coverage 365 days a year on the NFL Network. When all you want is football all year long, the NFL Network has you covered.

#21

My hair has attitude. My hair has style. My hair doesn't have \$50 to spend every two months. At Great Clips, you can cut back without cutting corners. Walk right in, sit right down. Satisfaction guaranteed.

#22

Planning for retirement? This year, I don't want to look at my accounts. I don't even know the password to my 401k! That's why I went to Charles Schwab. Their professionals can put you on track, no matter what your situation. Investment and financial advice you need to make smart decisions. Charles Schwab. Rest assured.

#23

I mastered every exercise excuse in the book: the gym is too far. It's wet outside. It will cost an arm and a leg to buy equipment. Then I discovered the Wii Fit. Fun and fitness, right in my own home. Wii Fit, you battered down my defenses.

#24

Say goodbye to overdue book fines and checked out titles. Hello, Amazon Kindle! Lighter than a paperback, thin as a magazine. Access more than 800,000 titles, plus newspapers and magazines – wirelessly. Now 30% lighter and 18% smaller. Revolutionize reading with the Amazon Kindle.

#25

Remember hot summer evenings and fireflies... and out-of-this-world hand churned ice cream? Now Edy's does it for you. Edy's slow churned ice cream. Half the fat, all the flavor. Because some things just get better with time.

#26

Fight grime in less time with Mr. Clean Magic Eraser! All it takes is a single swipe of Mr. Clean's super power micro-scrubbers. My dingy walls and scuffed floorboards? Voila, just like new. Visit MrClean.com for a \$3 coupon and save the day at your house.

#27

The coolest new way to save comes with a dotted line. Clip coupons, shop sales, and slash your grocery budget in half. You don't have to sacrifice your favorite foods to fight rising costs. Visit CouponMom.com today.

#28

Be the light. Join with the Leukemia and Lymphoma Society for this year's Light The Night Walk. Pay tribute and bring hope to thousands battling cancer. Visit LightTheNight.org to let your light shine.

#29

They call it a five-blade shaving surface with onboard microchip optimization. I call it the world's most comfortable shave. The Gillette Fusion Power Razor – for a totally new shaving experience.

#30

When I'm short on sleep, my whole day is off. That's why I take Tylenol PM. The rapid release gels relieve pain fast so I can sleep and wake refreshed. Now try the new Tylenol PM sleep tracker for iPhone to map your way to better rest.

#21

Define and sculpt your lips with a blast of shimmer behind the shine. Get light-reflecting shimmer, layered under a high gloss finish. New ShineBlast, with 4 times more noticeable shine. Take beautiful back with CoverGirl.

#32

Water has no carbs. Water has no electrolytes. Water has no game. Water just can't compare with 40 years of elite-level hydration. A scientifically proven blend of carbs and electrolytes. You've evolved. Gatorade has too.

#33

CoverGirl's new smoky ShadowBlast lets you create a colorful smoky eye in just two easy steps. It's a smoky eye tool plus makeup artist all in one brilliant shadow stick with specially shaped applicator. Talk about a smoke of genius.

#34

Make the "digital home" a reality, with the iControl OpenHome software platform. Leading broadband service providers and home security companies offer next generation broadband home management services to their customers, including interactive home security, home monitoring, home management and control, energy management and home health care. Take control with iControl.

#35

Freak-out breakout? Here's what to do when things get out of control. Neutrogena Rapid Clear, the 7-day acne intervention kit. It's easy. Just cleanse and treat. Clinically shown to jump-start clearer skin. Get your skin back on track.

#36

Where does your internal compass point? To a forest, desert, mountain, river, or sea? Follow it on one of 500 Wilderness Adventures. Tackle a challenge that will set your direction for a lifetime. Outward bound. No experience necessary.

#37

Don't settle for less. Now get up to 70% more volume with BodyBoost, the first volumizing system with energizing ginseng. Lifts at the roots, strengthens from the inside, boosts fullness all around. Hair care. Garnier.

#38

Sony makes it easy to capture all your friends in one shot. Even if you're Taylor Swift and you have millions of friends. The Sony Cyber-Shot camera with iSweep panorama mode captures the whole scene easily. Sony. Make. Believe.

#39

Shape up anywhere, any place, any time with Skechers Shape-Ups. Designed to help burn more calories, tone muscles, and improve posture. Available at Nordstrom's and Famous Footwear. Share your story at my-shape-ups.com.

#40

The power to save a life is at your fingertips. Sally Hansen and D.K.M.S., the world's largest bone marrow donor center, are partnering together to fight leukemia. Register to become a bone marrow donor. Beautiful nail color that cares.

#41

Neither mini nor van. The 8-passenger Chevy Traverse Crossover. Designed for families, made for you. Interior amenities lavish the driver in comfort, 30% more cargo space, 24 miles per gallon. Everyone deserves a family car that isn't a minivan.

#42

It's morning again. Take hold of the big flavor of new Dunkin' Turbo medium roast coffee. It has an extra boost of delicious Dunkin' Donuts flavor to kick-start your day. Pick some up where you buy groceries. One taste and you'll understand.

#43

Have a seat. Or two. Or three. With the Karlstad series you have the flexibility to create the perfect seating combination. Sink into an extra soft loveseat. Or pair it with an armchair or a free-standing chaise. Ikea. We do comfortable.

#44

Compare it to any other sound system for the iPod. Portable or not. The SoundDock portable system never fails to impress. The small size and powerful performance are the result of innovative technologies. Bose. Better sound through research.

#45

New Revlon Grow Luscious Mascara. Explode on the scene with the first Revlon mascara that helps lashes grow stronger while visibly adding length and volume. Instantly longer, lusher lashes. This is the start of something big.

#46

Feels so good, you won't believe it's sunscreen. From the moment you put it on, soothing coconut scents and exotic tropical botanicals seduce your senses, while an antioxidant-enriched 80-spf protects your skin. Hawaiian Tropic. The beauty of sun protection.

#47

You're kidding, right? If you're going cheesy, do it right with Lean Cuisine Casual Cuisine. Pick up a Cheesy Pizza, Melty Flatbread or the delicious new Spinach Artichoke and Chicken Panini. Go ahead. Indulge in Lean Cuisine. Keep life delicious.

#48

If you can't push yourself, better get a robot that can. Runstar and CardioTrainer – apps that map, track, and challenge your workouts. Run multiple apps simultaneously. Because when there's no limit to what Droid gets, there's no limit to what Droid does.

#49

Get perfectly messy hair with bed head by Tigi. These cool tools tell you exactly what is going on. Don't look like you tried too hard with your hair, because you didn't. Plug in. Light up. Rock out. Tame is lame.

#50

You were so close to having a romantic evening for two, until the candles set off the fire alarm. Life's not perfect, but your snack can be. Laughing Cow Cheese: rich, creamy taste and just 35 calories a wedge. Have you laughed today?

#51

You taught me right from wrong. You taught me I could do anything. I'm strong, but now I want to be army strong. I'll get discipline, training, leadership, and college benefits. The most important decisions start with the most important people? Mom and dad?

#52

By shopping at Target, you help us give 5% of our income to education, the arts, and social services. Your do-goodery doesn't cost you any extra, but it adds up to over 3 million a week. At Target, doing good is easy.

#53

Jessica opened her box of Rosemary & Olive Oil Triscuits. The aroma was intriguing. One bite, and she finally found the complexity of flavor she craved, a combination sadly missing in her life. Triscuit's Rosemary & Olive Oil. A tasty romance awaits.

#54

Cheat on your shampoo. Do it with your brush. You can actually brush away flakes and reduce dandruff with the Goody Styling Therapy Brush. It's infused with copper, a natural fungicide. Start cheating at StylingTherapy.com.

#55

Go ahead. Call work. Tell them you're running a little early. Give your boss a pleasant surprise, and give yourself a little peace with Navigon. It's the only GPS device with reality view and lifetime traffic. Rush hour just got friendlier.

#56

One enchanted evening. Are you kidding? Getting ready for the prom is like mission impossible. Finding the right stuff at the right price can be overwhelming. Sort it out with Teen Magazine's Prom Guide. Then you can have fun!

#57

Here's to a world without bitterness. It's our best Maxwell House ever. Now roasted with 100% arabica beans— known to be the finest beans in the world, for a full flavor without bitterness. It's a new morning. Brew some good.

#58

He may look serious, but he's smiling inside. Others have noticed, too. Geico has been saving people money on car insurance for over 70 years. So if saving on car insurance sounds good to you, the gecko will be happy to help.

#59

Such a tiny olive. Such a huge effect on your lashes. 400% huge. New healthy volume mascara. It's clinically proven to make lashes 400% fuller with a touch of olive oil. Beautiful. Beneficial. Neutrogena.

#60

What's so great about a Chips Ahoy Bar with the goodness of granola? Nuts. Raisins. Real oats. Delicious. Filling. Did I mention that it only has 100 calories? What's so great about a Chips Ahoy Chewy Granola Bar? Just about everything!