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Italian Connection
"ItalianCoonectionUSA.com"

spot ID#: 2011-106

TV :30

<u>Video</u>	<u>Audio</u>
Image: Italian meal with fresh ingredients	All the ingredients to prepare an authentic delicious Italian meal.
Image: Italian Connection USA web page GFX: Mouse click on web address Types on screen "www . ItalianConnectionUSA . com"	Right at your fingertips, and just a click away. log on to www <dot> Italian Connection USA <dot> com
Image: Web page Sardegna Section Image & GFX: Pecorino Romano Cheese <p align="center">(Fade to)</p> Image: Web page Puglia Image & GFX: Vincotto With Fig <p align="center">(Fade to)</p> Image: Web page Lazio Image & GFX: Biscotti Plasmon <p align="center">(Fade to)</p> Image: Web page Basket with items to check out section Image: 3D Animation of shipping box with Italian Connection USA logo	and choose products from any Italian region. It's easy to shop, it's less money then any super market and best of all your order is processed the same day.
Image: Italian food	Why buy something they say tastes like Italian when you can have the real thing.
Image: Italian Connection USA web page Image: All 3 items cheese, Vincotto and Boscotti GFX: www . ItalianConnectionUSA . com"	The new way to shop for Italian food and Italian Products. Italian Connection USA <dot> com

Image: Visual representation in form of video, photograph or illustration of location, character, object.
GFX: Graphics to support the audio including logo, on screen text, map.
FX: Special effects that keep the viewer interested with dynamic elements like explosions, fire, sparks.
Disclaimer: Legal explanation of incentive located on bottom of screen in small letters.
VO: Voice Over, copy recorded by voice actor. **Music:** Sets mood. **SFX:** Sound effects.