

QWEST :30 SPOT

“WHAT YOU WANT” NUMBER ONE IN A SERIES

VIDEO:	AUDIO:
OPEN ON POSH-LOOKING DENTIST’S WAITING ROOM. CAMERA PANS FROM LEFT TO RIGHT TO REVEAL PATIENTS READING MAGAZINES, FIDGETING, ETC.	AVO: LIFE IS FUELED BY A VARIETY OF PRODUCTS AND SERVICES...AND NATURALLY, WE ALL WANT THE BEST...
CAMERA LINGERS ON PALE, SWEATING “EVERY MAN.”	...BUT JUST BECAUSE SOMETHING OR SOMEONE IS THE “BEST,”...
WITH A DEEP SIGH, THE MAN STARTS TO RISE FROM HIS SEAT.	WOMAN’S VO: MR. KEENEY, THE DENTIST WILL SEE YOU NOW.
CUT TO CLOSED DOOR OF EXAM ROOM: THE NAME DR. CANKAR SUPERED ON THE DOOR.	SFX: HUM OF A DENTAL DRILL AVO:...THAT DOESN’T NECESSARILY MEAN...
CUT TO CLOSE-UP OF MR. KEENEY’S LEGS TWITCHING TO THE SOUND OF THE DRILL.	...WE’LL LIKE IT.
CUT TO MR. KEENEY LYING ON HIS LIVING ROOM SOFA. FROM OUR POV, WE SEE ONLY HIS STOCKINGED FEET AND HIS HAND REACHING FOR THE REMOTE. THERE IS AN ICE PACK ON THE TABLE IN FRONT OF HIM.	THAT’S NOT THE CASE WITH QWEST. ..SURE, QWEST HAS THE BEST, THE MOST INNOVATIVE PRODUCTS AND SERVICES...
HE SWITCHES ON HIS HDTV AND A MOVIE COMES ON.	BUT IT’S STUFF YOU ACTUALLY WANT...TO KEEP YOU

WE SEE HIM REACHING BACK AND FORTH FROM A BOWL OF CHIPS/POPCORN...AS WE SLOWLY CLOSE IN ON THE TV SCREEN...	ENTERTAINED, INFORMED AND IN TOUCH. LIKE FIBER OPTIC INTERNET THAT'S TWICE AS FAST AS CABLE...AND THE BEST WIRELESS THANKS TO OUR PARTNERSHP WITH VERIZON...
EVEN CLOSER TO THE SCREEN	AND OUR LOCAL AND LONG DISTANCE IS THE MOST RELIABLE IN THE BUSINESS...
CLOSER YET	AND HERE'S THE AWESOME THING:
CLOSER YET	QWEST HAS PARTNERED UP WITH DIRECTV TO BRING YOU MORE HD CHANNELS THAN CABLE.
FOCUS ON TV SCREEN SHOWING OLIVIER DRILLING HOFFMAN'S TEETH IN MARATHON MAN...	OLIVIER: IS IT SAFE? AVO: YOU BET IT'S SAFE. IT'S QWEST!
DISSOLVE TO BLACK...QWEST LIGHTPATH STREAKS IN FROM THE LEFT TO RIGHT...DISAPPEARS...AND IS FOLLOWED BY SUPER: QWEST RIGHT HERE. RIGHT NOW.	SFX: WHOOSH SOUND.