



**Sesame Street Paint** Retail Creative Concepts

Creative: Jessica Jancik | Copy: Suad Othman

# Sesame Street Paint Copy

## **The First Non-Toxic & Kid-Friendly Formula**

Bring the rich and vibrant colors of Sesame Street's neighborhood to your home.

# Sesame Street Paint POP Kit Concepts



Poster



Endcap header



Dangler

# Sesame Street Paint Radio Script

Looking to spruce up your child's room with a fresh coat of paint, but worried about the toxic fumes traditional paints emit? Introducing Sesame Street ready-to-use Interior Paint plus Primer!

With traditional paint brands, XX% of toxins get released into the air when painting a room. Sesame Street's ready-to-use paint and primer is not only safer and healthier for you and the environment, but it's also CERTIFIED asthma and allergy friendly®. You can use our paint and feel confident knowing that it won't trigger any respiratory issues for you and your child.

The Sesame Street line of paint comes in variety of hues inspired by Sesame Street's colorful characters. Plus, Sesame Street's ready-to-use paints are just as durable and long-lasting as traditional paint, so you don't have to sacrifice quality for safety.

So why not make the switch? Visit [website or store name] to learn more and pick up a can today.

Sesame Street ready-to-use paint and primer in one, the safer, smarter, asthma and allergy friendly® child-safe choice.

# Sesame Street Paint Circular Integration

# TrueValue®

## FATHER'S DAY SALE



**SAVE \$4 OR MORE**  
**1.99**  
**Master Mechanic®**  
6-in-1 Quick-Change Screwdriver  
Industrial quality alloy steel bits  
Includes: #1, #2 Phillips, 3/16", 5/16" slotted, 1/4", 5/16" nutdriver. R 578 045 F12

**SAVE \$8 OR MORE**  
**24.99**  
**YOUR CHOICE Master Mechanic®**  
10 pc. Combination Metric or SAE Wrench Set Each set contains a variety of 10 long-pattern wrenches. R 102 923, 924 B3

**SAVE \$20 OR MORE**  
**24.99**  
**Master Mechanic®**  
17 pc. Accessory Set Includes a variety of universal joints, wobble extensions and adapters. R 106 619 B2

**\$26**  
**YOUR CHOICE ORCA**  
Insulated Beverage Holder Choose from blaze orange or navy blue. Matte finish. Compatible with 12 oz. slim cans, 12-16 oz. standard cans and 12 oz. bottles. Keeps drinks cold up to 12 hours. Holds most common sizes without removing the top. T 116 412, 413

**SAVE \$4 OR MORE**  
**9.99**  
**Master Mechanic®**  
3 pc. Mini Pliers Set Cushion-grip handles. Includes long nose with cutter, diagonal and needle nose pliers. R 213 194 B6

**SAVE \$25 OR MORE**  
**99.99**  
**DEWALT®**  
33 in. Portable Folding Workbench Quick setup, less than 3 seconds. Lightweight and sturdy. 1,000 lb. capacity. R 232 772 2

**SAVE \$20 OR MORE**  
**18.99**  
**Stanley®**  
FatMax® 35 ft. Tape Measure 1 1/4 in. wide blade. 11 ft. of standout. Hi-impact ABS case. Non-slip grip. R 373 327 B4

### SESAME STREET Ready-to-Use COLORS

The First Non-Toxic & Kid-Friendly Formula

Bring the rich and vibrant colors of Sesame Street's neighborhood to your home.



Scan the QR code to learn more about this AAFA certified paint line!

## BARGAINS OF THE MONTH®

 <p><b>SAVE \$45 OR MORE</b> <b>119.99</b> <b>DeWALT®</b> 20V MAX* Brushless 1/4 in. Cordless Impact Driver Kit Brushless motor for efficient performance and runtime. Includes impact driver, 2.0 Ah battery, charger and tool bag. R 248 962 5</p>	 <p><b>SAVE \$17 OR MORE</b> <b>39.99</b> <b>Lasko®</b> 20 in. Deluxe Wind Machine® Three high-performance speeds. 360-degree rotation. Energy-efficient operation. W 730 044 1</p>	 <p><b>SAVE \$7 OR MORE</b> <b>19.88</b> <b>Kingsford®</b> 2 pk. 1 lb. Original Charcoal Made with natural ingredients and real wood for a rich, smoky flavor. T 118 118 1</p>	 <p><b>SAVE \$6 OR MORE</b> <b>15.99</b> <b>Annin®</b> 3 ft. x 5 ft. Cotton Replacement U.S. Flag Fits all standard flag poles. T 535 742 B3</p>
 <p><b>SAVE \$7 OR MORE</b> <b>19.99</b> <b>DeWALT®</b> 10 pc. Screwdriver Set Includes a variety of handle sizes and tip types. Magnetic tip securely holds screws. R 144 226 B4</p>	 <p><b>SAVE \$19 OR MORE</b> <b>89.99</b> <b>DeWALT®</b> 108 pc. Mechanics Tool and Socket Set Includes standard and metric sockets, quick release 72-tooth ratchets and anti-slip grip bit driver. R 195 264 1</p>	 <p><b>SAVE \$35 OR MORE</b> <b>89.99</b> <b>Performance Tool®</b> 2 T. Trolley Jack &amp; Stand Combo Includes 2 ton trolley jack and pair of 2 ton jack stands. Compact size for easy storage. Easily change tires on your vehicle. 4,000 lb. capacity. 13 in. max height. H 248 222 1</p>	 <p><b>SAVE \$40 OR MORE</b> <b>59.99</b> <b>YOUR CHOICE Four Seasons Courtyard®</b> Sunny Isles Extra-Large Zero Gravity Chair Choose from graphite or mocha. Black frame with polyester sling fabric. 350 lb. weight capacity. T 270 118, 119 B3</p>