



REQUEST A QUOTE

Thank you for your interest in our Goodwill TV and radio campaign. Please fill out this form so we may begin working on a plan that fits your needs.

Desired campaign start and end dates: _____

Please check the box next to your spot/spots of interest. See pages 3-5 for descriptions of each spot.

Retail TV Spots:

- "New Dress"
- "Scary Story"
- "Labels"
- "Monique"
- "Donations"
- "Fashion Zombies"
- "Penny"
- "Neighborhood/Locations"
- "Inventory/Clothes"
- "Birds"
- "Human Genome"
- "Little Black Dress"
- "Finding the Find"
- "Shopping Skills"
- "Retro Fashion"
- "Don't Look"
-

Mission/Donation TV Spots:

- "Thanks for Donating" (:30)—New for 2010
- "Closet Audit" (:30)—New for 2010
- "Shirt Insertion" (:15)—New for 2010
- "Hat Avalanche" (:15)—New for 2010
- "Drive Thru Donation" (:30)
- "Sacrifice" (:30)
- "Sacrifice" (:10)
- "Purple Paisley" (:30)
- "One year Rule" (:30)
- "Vice Versa" (:30)
- "Balance" (:30)

Radio Spots (all :60 spots):

- "His, Hers, and Ours"
- "Self-Sufficient"
- "All Sizes"
- "One Year Rule"
- "Vice Versa"
- "Garage Space"

Please select your desired package below:

Package Options:

- Option #1
Four TV Spots & One Radio Spot
\$9,800 for 1 year
\$5,500 for 6 months
- Option #2
Four TV Spots
\$9,500 for 1 year
\$4,950 for 6 months
- Option #3
Five TV Spots
\$12,000 for 1 year
\$6,500 for 6 months
- Option #4
Three TV Spots
\$7,500 for 1 year
\$4,000 for 6 months

Custom packages are available. Please specify request:

Contact Information:

Goodwill Name: _____ City: _____

Contact Name: _____ Phone: _____

Email: _____

Once complete, please fax this document to Kurt Ashburn (317) 264-8001.
Contact Kurt via phone at (317) 264-800 or kashburn@yandl.com.

Goodwill Industries of Central Indiana Retail/Mission Advertising created by Young & Laramore

Retail TV Spots (all :30 spots)

- **“New Dress”** A couple getting ready for an elegant night out demonstrates the fashionable merchandise one can find at Goodwill stores. Closed-captioned.
- **“Scary Story”** The Goodwill Guy advises shoppers to buy items they love the first time, because frequent merchandise turnover at Goodwill stores means they may not have a second chance. Closed-captioned.
- **“Labels”** Establishes the quality of Goodwill clothes from both the retail and donation point of view.
- **“Monique”** Changes the perception of Goodwill’s clothing through the element of surprise.
- **“Fashion Zombies”** Satirizes the mass retail phenomenon of turning out fashion clones: positions Goodwill as the source of individualized, non-trendy fashion choices.
- **“Penny”** Communicates our policy of accepting credit cards and reinforces the value of Goodwill merchandise.
- **“Neighborhood/Locations”** Reinforces and promotes loyalty of Goodwill shoppers at multiple locations. Out of state version available without number of stores reference.
- **“Inventory/Clothes”** Gives incentive for those who’ve tried Goodwill in the past to revisit. “1,200 items” and “hundreds of items” versions available.
- **“Birds”** Targets male shoppers and communicates our 7-day return policy.
- **“Human Genome”** Communicates the variety and ever-changing merchandise to be found at Goodwill. Closed-captioned.
- **“Little Black Dress”** Communicates the desirability of clothes found at Goodwill and the number of area locations. Other versions available with different number of store locations reference. Closed-captioned.
- **“Finding the Find”** This spot uncovers the secrets that avid Goodwill shoppers use for the optimal shopping experience. Closed-captioned.
- **“Shopping Skills”** Satirizes the excitement that shoppers exhibit when they find the perfect item. Closed-captioned.
- **“Retro Fashion”** After observing a new outfit that imitates a classic style, the Goodwill Guy informs viewers that they can save money at Goodwill simply by buying the original vintage article. Closed-captioned.

- **“Don’t Look”** The Goodwill Guy suggests that viewers shop at Goodwill with an open mind -- the better to discover what they weren't looking for. Closed-captioned.
- **“Balance” (:30)** (Mission/Retail-focused spot) The Goodwill Guy discovers a state of bliss midway between shopping and donation. Closed-captioned.

Mission/Donation TV Spots (:30 and :15 spots)

- **“Thanks for Donating” (:30) – New for 2010** – This spot follows a “day in the life of the Goodwill Guy as he interacts with donors in the donation drop off lane. Closed-captioned.
- **“Closet Audit” (:30) – New for 2010** – This spot follows the Goodwill Guy as he takes a quick inventory of a typical closet and invites views to donate the clothes you can’t, won’t and shouldn’t wear to Goodwill. Closed-captioned.
- **“Shirt Insertion” (:15) – New for 2010** – Follow a potential donor as she attempts to make room for a few more shirts in her closet. Following her struggle, the Goodwill Guy ponders that there has never been a better time to donate to Goodwill. Closed-captioned.
- **“Hat Avalanche” (:15) – New for 2010** – Is there room for one more ball cap at the top of that closet? Maybe not. The Goodwill Guy says that there has never been a better time to donate to Goodwill. Closed-captioned.
- **“Drive Thru Donation” (:30)** Emphasizes the diversity of merchandise donations accepted by Goodwill, including books, computers, and even cars. Closed-captioned.
- **“Sacrifice” (:30)** Communicates Goodwill’s mission – to help fund training programs through retail purchases, assisting people in becoming self-sufficient.
- **“Sacrifice” (:10)** Communicates Goodwill’s mission – to help fund training programs through retail purchases, assisting people in becoming self-sufficient.
- **“Purple Paisley” (:30)** Communicate Goodwill’s mission—people donate clothes that someone buys and the money from that sales helps fund our programs. Closed-captioned..
- **“One-Year Rule” (:30)** A donor goes through her closet deciding what to donate to Goodwill. Closed-captioned.
- **“Vice-Versa” (:30)** On his lunch break, the Goodwill Guy ponders whether Goodwill is "a retail store with a social conscience" or "a social conscience with a retail store." Closed-captioned.
- **“Balance” (:30)** (Mission/Retail-focused spot) The Goodwill Guy discovers a state of bliss midway between shopping and donation. Closed-captioned.
- **“Donations” (:30)** Increases donations and drives awareness of Goodwill.

Radio Spots (all :60 spots)

- **“His, Her, and Ours”** - Communicates Goodwill’s mission - Recently married couples who now have two of everything can donate the half they no longer need to Goodwill, which helps fund training programs.
- **“Self-Sufficient”** Communicates Goodwill’s mission – to help fund training programs through retail purchases, assisting people in becoming self-sufficient.
- **“All Sizes”** Communicates Goodwill’s mission—your closet is filled with clothing in all sizes, donate what you know you will never fit into again to Goodwill.
- **“One-Year Rule”** The Goodwill Guy encourages you to find items in your closet to donate to Goodwill—supports the “One-Year Rule” TV.
- **“Vice Versa”** The Goodwill Guy ponders whether Goodwill is "a retail store with a social conscience" or "a social conscience with a retail store."
- **“Garage Space”** The Goodwill Guy encourages those who have intended to restore an old car, but have never quite finished the job, to donate their project to Goodwill.

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Other Options

Auto Donation Campaign: A campaign that includes radio and bus-boards promoting Goodwill’s Auto Donation program and features the Goodwill Guy.

Mission Bus Board Campaign: A campaign that encourages people to donate and communicates in a simple way the Goodwill mission of helping people find jobs.

**For further questions contact Kurt Ashburn at Young & Laramore @
317.264.8000 or e-mail: kashburn@yandl.com**