



Commercial Marketing

Project: Ferris Suspension: 30 TV

Spot Version: 1.2

Date: 2016

Producer: Take2Media

Scene	Video	Audio
1	Blue sky panning to mower. Ferris mower coming towards camera	(Upbeat Music) Make this spring all about enjoying the experience...
2	Mowing shot featuring close up of front suspension and/or rear suspension. Close up shot of operator.	When you ride on your new Ferris commercial mower featuring patented suspension technology you'll have more than freshly manicured grass, you'll experience productivity and comfort like never before.
3	Wide shot of mowed property.	. . .And because you won't be slowing down for those rough spots, you'll mow more lawn in less time.
4	Suspension Shot with Ferris logo brought in	Ferris – Experience Suspension!
5	Fade to Ferris logo at top with room for Dealer Tag	Additional Voice Over Recorded By Dealer To Tag Spot
6		Visit (DEALER NAME) in (CITY) to see the full line of Ferris mowers. Call (NUMBER) or visit (WEB ADDRESS) today!