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Title: “Bloom”

Subject: SunSource solar-powered home energy system

VIDEO:

OPEN IN A VAST, GLOSSY BLACK SPACE. THE SUN SUDDENLY RISES IN THE DISTANCE. AS ITS RAYS HIT THE FLOOR, PLANTS SPRING UP FROM THE DARKNESS AND BLOSSOM. THE RAYS MOVE ACROSS THE FLOOR, AND MORE AND MORE PLANTS BLOOM IN THEIR PATH TILL FINALLY, IN THE MIDDLE OF THE ROOM, THE SUN SHINES ON A BRAND-NEW LENNOX. SOLAR PANELS ALSO UNFURL LIKE FLOWERS AROUND IT. THE RAYS CONTINUE ON, BRINGING ON MORE PERFECT BLOSSOMS AS OUR LENNOX SITS PERFECTLY, BEAUTIFULLY IN THE CENTER.

CUT TO THE DAVE LENNOX SCREEN SEQUENCE. CUT TO DEALER ON BACKGROUND

CUT BACK TO DEALER
SUPER: DEALER NAME

DIZ TO DAVE LENNOX LOGO
FRAME W/TAG LINE (Lennox logo
over black – This section can be replaced
with a promo.)

AUDIO:

The sun has always powered life. And now it powers our latest innovation to heat and cool your home more efficiently. Introducing the world’s only solar-powered home energy system, which saves you up to half off your heating and cooling bill.

Dealer: The future of home comfort is here now at (Dealership Name).

Dave: Experience the latest in home comfort technology at (Dealership Name). 6.5 sec.

AV/O: Lennox. Innovation never felt so good. (3.0)