

## Angel vs. Devil

*\*SOUND OF A CAR DRIVING\**

**DEVIL VOICE:** "WAIT DO YOU SEE THAT? POTOMAC MILLS? IT HAS BEEN AWHILE SINCE YOU'VE TREATED YOURSELF TO A LITTLE RETAIL THERAPY."

**ANGEL VOICE:** "NO, YOU DON'T NEED IT.. JUST KEEP DRIVING STRAIGHT."

*\*SCREECH\**

**DEVIL VOICE:** "THAT'S RIGHT, GET OUT OF THE CAR... ONE FOOT IN FRONT OF THE OTHER"

*\*SOUND OF SLIDING DOORS OPEN\**

**ANGEL VOICE:** "TURN AROUND RIGHT NOW, YOU DON'T NEED ANYTHING IN HERE"

**DEVIL VOICE:** "EXCEPT FOR THOSE SHOES...AND THAT BAG, AND THAT DRESS WOULD GO AMAZING WITH YOUR GOLD NECKLACE.. BUT MAYBE YOU SHOULD ALSO GET SOME MATCHING EARRINGS"

**DEVIL VOICE:** "QUICK GET A BAG, JUST CLOSE YOUR EYES AND SWIPE THE CARD"

*\*CA CHING\**

**ANGEL VOICE:** "YOU SHOULDN'T BE SPENDING THIS MUCH"

**DEVIL VOICE:** "DON'T LISTEN TO HER.. CONSIDER THIS THERAPY"

**NARRATOR:** "WHEN THAT VOICE ON YOUR SHOULDER WANT YOU TO INDULGE, THERE IS NO TURNING IT OFF. FOLLOW YOUR GUT RIGHT INTO POTOMAC MILLS"

## **For the Entire Family**

Child's Voice: "Mommy, I need new shoes for my dance recital"

Teenage Girls Voice: "Mom, homecoming is coming up soon.. I need a dress to impress the boy I like"

Teenage Boy's Voice: "Yo mom, can you take me somewhere to get an outfit for my interview?"

Mother's Voice: "Kids, get in the car..."

*\*Kids laughing, doors slamming, start of an engine\**

Mother Voice: "We're going to Potomac Mills"

**Narrator:** "Potomac Mills, the best shopping solution"

Distinction: This version focuses on family and how everyone can find something that they need at Potomac Mills regardless of their age.

## *Limitless Fun*

*\*Doors slam\**

*\*Sounds of footsteps and doors opening\**

**Narrator:** "At Potomac Mills, the limits are endless"

**Narrator:** "The mall where you can smell good"

*\*Sounds of perfume spraying\**

**Narrator:** "Dress good"

*\*Sounds of zippers and heels clacking\**

**Narrator:** "Eat good"

*\*Sound of plates being sat down \**

**Narrator:** "And Feel Good"

*\*Sound of bowling\**

**Narrator:** "Come down to Potomac Mills, and start making memories"

Distinction: This version focuses on the experiences you could have when you go to Potomac Mills. It highlights shopping, entertainment, and food.

## ***Shopaholic***

Narrator: "You're sick.. That's right I said it"

Narrator: "Have you seen your spending habits?"

*\*Noises of card readers beeping, swiping of cards\**

Narrator: "According to Merriam-Webster, a Shopaholic is defined as someone who is excessively or extremely fond of shopping"

Narrator: "Some may consider this a bad thing.."

Narrator: "You may have been scolded for your shopping habits.."

Narrator: "But with 190 stores full of the hottest trends and styles"

Narrator: "We're ready to welcome you with open arms"

Narrator: "So grab that purse and hit the road"

*\*Car engine starting up\**

Narrator: "We look forward to seeing you"

Narrator: "Potomac Mills, we will accept you for who you are"

Distinction: This version focuses on excessive shopping behaviors.

# Envious

*\*Heels clicking\**

*\*Gasps\**

Women #1: "Do you see what she is wearing"

Women #2: "Wow she looks.... amazing"

Women #1: "Her shoes are to die for"

Women #2: "Where do you think she got those?"

Women #1: "Not sure, All I know is we need to go shopping"

Women #2: "I'll meet you there"

*\*Sound of cars screeching off into the distance\**

**Narrator:** "Potomac Mills, make other envious."

Distinction: Expresses that if you shop at Potomac Mills, you could be the center of attention. Others would be envious of you.