

T. V. story board

A column sponsored by one of the leading film producers in television

SARRA

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An entertaining jingle tells the viewers to "Have A Storz" in these highly imaginative commercials by SARRA. Animation and stop-motion techniques are used to emphasize calorie control and the satisfying bitter-free taste of Storz Beer. The reminder to buy Storz in bottles, cans or a convenient 6-Pack ends the sell. Produced by SARRA for Storz Brewing Company through Bozell & Jacobs, Inc.

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A beauty rinse for your clothes is the enticement set forth to housewives in this animated commercial by Sarra for "NuSoft." Ease of use and gentle action are stressed as the NuSoft fairy is shown fluffing up and softening linens, towels and other laundry with a touch of her magic wand. A highly effective spot created and produced by Sarra for Laurel Products, Inc. through McCann-Erickson, Inc.

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A brand new series by Sarra for a brand new product, Club Crackers! Shifting spotlights focus attention on the new package, and the crackers themselves are highlighted by stop-motion sequences. "An Exciting New Taste In Crackers" is the theme emphasized throughout, and high style photography illustrates that they can make any meal a festive occasion. Produced by Sarra for Heckman Biscuit Co., Division of United Biscuit Company of America, through George H. Hartman Company.

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This 5 year winner is outstanding proof that TV commercials needn't be expensive. For when they're expertly done, they can be used again and again with effectiveness. Created by Sarra for Lucky Strike five years ago, this exciting commercial is now in its fifth season as the opening for the "Hit Parade." Produced by Sarra for The American Tobacco Company in collaboration with Batten, Barton, Durstine & Osborn, Inc.

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