



BROADCAST TV COPY

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CLIENT: JACK IN THE BOX
JOB NO: JACK-07-607 B
PRODUCT: Upgrade to Curly Fries for Free TV :30
SCRIPT TITLE: "In-Laws"
SLATE TITLE: "In-Laws"
CODE NO:
DATE: 10/5/06

OPEND INSIDE JACK'S LIVING ROOM, HE IS SEATED ON THE SOFA WITH HIS WIFE CRICKET- ACROSS FROM THEM ON AN OPPOSING SOFA ARE AN ELDERLY COUPLE (CRICKETS'S PARENTS) WITH JACK'S GOLDEN RETRIEVER LAYING AT THEIR FEET

FATHER: How's business?

JACK: fine.

FATHER: Well if you ask me-

CRICKET: Dad. . !

FATHER: Those Curly Fries are an odd duck

MOTHER: we enjoy the straight fries.

FATHER: I mean there I am, standing in line, should I try the curly fries?
Will I like the seasoning? Do they cost more?

MOTHER: I was confused too dear.

FATHER: I mean, for cryin' out loud, somebody oughta step up and make it easier to get some curly fries.

CUT TO JACK WHO IS NOT SMILING.

CUT TO FOOD

SECRET WEAPON MARKETING

ANNCR Now when you order a combo meal, you can upgrade to
 Jack' delicious Seasoned Curly Fries, for free.

CUT BACK TO LIVING ROOM

BAGS DROP

BAG 1: Buy a Combo Meal
BAG 2: Upgrade to Curly Fries For Free
 JIB Logo

JACK AND CRICKET LOOK AT EACH OTHER, JACK IS NOT SMILING,
CRICKET LOOKS CONCERNED.

THE FATHER-IN-LAW WAVES A NEWSPAPER OVER THE DOG WHO GETS UP
AND LEAVES.

FATHER: Bad dog.