

I've worked with the owner of Alexander Printing for years on his marketing strategy. He runs a printing operation with a huge diversity of project capabilities. During meetings in which we identified how he wants to grow his business, he intimated that his orders for printed banners had been lower than he wanted. We decided to take a run at a spot that highlighted the things he valued most about his banners: their durability and how well he can personally design their graphics.

Alexander Printing

Mafia :60

/MUS/ Old world Italian strings, under.

*BOSS Another beautiful day, another discreet
business meeting between associates,
eh, Ricky?*

RICKY Das right, boss.

BOSS Wait a second. What's this about?

*RICKY What, this hangin' banner? I had it
made up for our little meetin' today.
I went to Alexander Printing on
Rockefeller. Aint she a beaut?*

*BOSS Ricky, it says "secret mafia meetin'"
on it. What was yous thinkin'? Take it
down, now.*

RICKY

Ahh, come on! Who's gonna notice, eh?

BOSS

Everyone, Ricky! You see those sharp graphics and that well-designed color palate? Alexander printing really knows what theys doin'; this banner is an attention grabber!

RICKY

I thought it added a touch of je ne sais quoi, but whatevah.

/SFX/

Vynl banner flapping.

RICKY

(grunting)

BOSS

Whataya doin' Ricky, quit messin' around!

RICKY

Boss, I'm sorry, I'm tryina rip it down, but this banner is too high quality! It won't tear!

BOSS

Move ovah.

/SFX/

Vynl banner flapping.

BOSS

(grunting). Why'd ya hafta go to Alexander Printing? This banner is harder to get down than your Carbonara!

RICKY

Most people would consider that a good thing.

BOSS

We aint most people, Ricky!

RICKY / BOSS

(Grunting continues, fades out)

ANNCR

Alexander printing company. High-quality design and printing. But maybe only when you WANT people to know. Visit us online at alexander print dot com.

/MUS/

Old world Italian strings fade out.