## smith.me tv

## Direct Holidays "Peaks" Campaign 2009.

A 30" TV Commercial to appeal to a financially strapped Consumer who didn't want to compromise on their holiday but were struggling to find the funds to have one. Here was a Practical solution to the dilemma. A testimonial to the validity Of the offering using a "family video" of a great holiday.

To view click on the image below. To return press your browser back button.

