

Client: The Mirage

Job: Kevin James :30 VidiAd Spot

Creative: Dana Lord

VIDEO: Introduction clip from “Sweat the Small Stuff.” Your choice – whatever 5 seconds worth of video would work best to slide over the following audio.

AUDIO: Clip of announcer from “Sweat the Small Stuff” slid over the previous video. “Ladies and gentlemen, please welcome the star of the hit television series ‘The King of Queens,’ Kevin James!” *01:00:20 – 01:00:25*

VIDEO: Clip of joke, “I found out I scream exactly the same if a great white is going to attack me or if a piece of seaweed touches my foot. There’s a moment I want back right there. GET ME IN THE BOAT! What’s the matter? YUCKY TOES!” *01:26:41 – 01:27:01*

VOICE OVER: KEVIN JAMES LIVE AT THE MIRAGE. OCTOBER 18 AND 19. FOR TICKETS, CALL 792-7777. *(5 seconds)*