## AT&T LANDLINE TEXTING

Video 60 seconds “The busiest woman in the world”

INT. OFFICE SETTING – DAY.

The entire commercial is one long static shot of a woman at her desk. She is never overwhelmed or deflated. She is in control while she multi-tasks and executes flawlessly. The music bed is understated and positive, not frantic or chaotic.

NARRATOR

Meet your best customer, the busiest person in the world. She doesn’t have time to figure out which number is your landline and which number she can text. And now she doesn’t have to.

With the new AT&T Landline Texting feature, no one does. Any landline can receive text messages from your customers. They’re converted to emails and immediately sent to your inbox. And you can use the same service to text them back.

The woman talks on her phone while typing at her keyboard. She squints at the computer while texting. A coworker holds up two posters. She points to one of them and the coworker leaves. She jots down a note, and then rifles through a file. She puts a sandwich in her mouth, but before she can take a bite, she shouts out a reminder to a passing coworker. A messenger needs a signature from her. A coworker dumps a stack of folders on her desk and leaves. She steals a sip of coffee before realizing she’s late for a meeting.

She runs out of the shot. She runs back into the shot to grab her phone and then takes a bite of her sandwich. She runs out of the shot again. A dog wanders by and eats the rest of her sandwich off her desk.

NARRATOR

Because the last thing you or your customers want is another issue.

Smoke billows from a back room. She charges across the shot toward the smoke with a fire extinguisher.

TITLE CARD

Logo and URL