

My first TV commercial

When you're a very junior copywriter just starting out, all you can expect in the way of briefs to work on are cast-offs, jobs the more senior writers and art directors aren't much interested in. This was one.

Kimberly-Clark had come up with their version of a plastic trash bag and wanted a TV spot to air in three of the more commonly used test markets (from memory Fresno, California; Wichita, Kansas and one other). About the only product difference was a slightly thicker gauge of plastic, which they believed translated into extra strength. My group head gave me the brief but couldn't spare an art director to work with me. That was a bit of a problem because I quickly decided the visual almost certainly would be more important than the words in terms of getting attention. So I sat in my lonely little office and tried to figure out a way to show extra strength that would be both arresting and memorable.

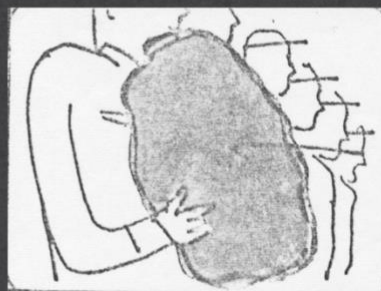
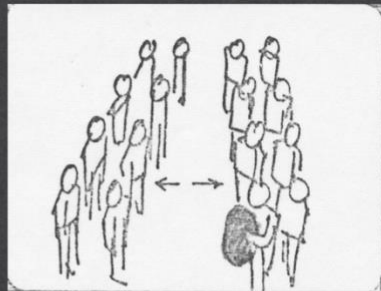
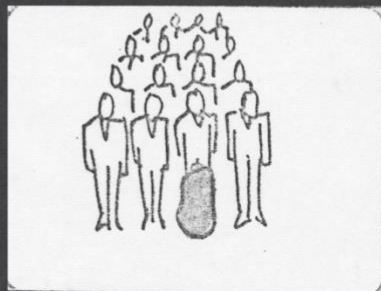
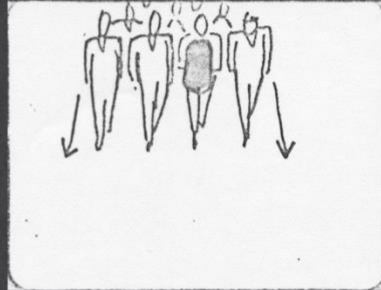
When I finally came up with an idea I felt had merit, I showed it to the boss, who finessed my copy and gave me his own art director to help me get it produced.

"Refuse Abuse" not only afforded me the chance to learn the ropes with some seasoned professionals, it also won a bunch of awards, including the American Institute of Graphic Arts 50 Best. When my second TV commercial – a 90-second Xerox corporate spot – also won multiple awards, I figured this kind of success must be par for the course. I gained a little more perspective some time later when working with an older art director who told me he'd been in the business for 15 years and was still waiting to produce his first commercial.

On the following pages you'll find copies of the storyboards, production quote, call sheets, an as-produced script and some location snaps.

I'm sad to report that Kim Bags didn't survive test.

KIMBERLY-CLARK CORP.
KIM BAGS
"REFUSE ABUSE"
REV. 2
30 SEC. TV
NB-0654



FEBRUARY 2, 1971

AUDIO:

EFX: (SOUND OF DRILL TEAM)

Hup, two, three, four, etc...

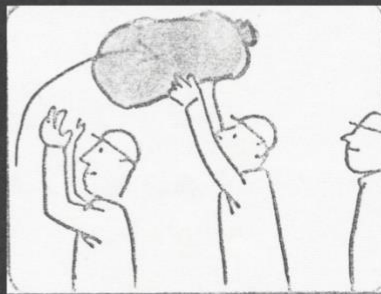
The Musk Hill, New Jersey,
Sanitation Department
Close order drill team

is helping us introduce Kim
Trash Bags,

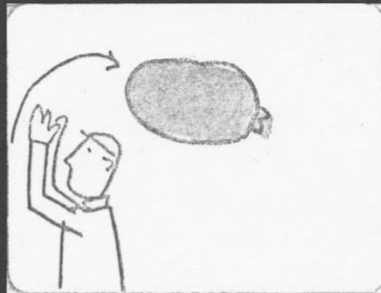
the professional-strength
household bags.



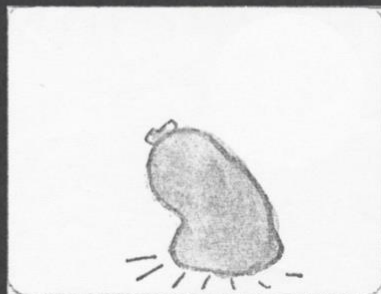
...



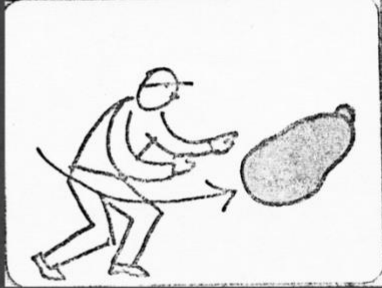
...



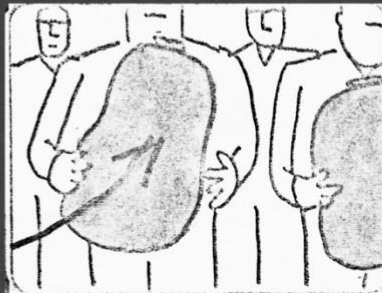
Kim Bags are made



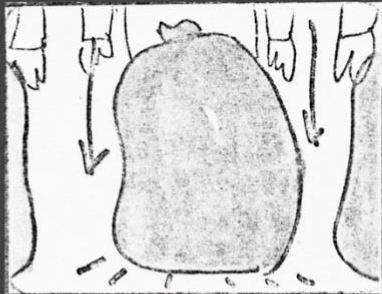
from extruded, heavy duty
plastic---



to help keep them from



tearing, splitting and
leaking---



even where other bags
give out.



Kim Bags in 3 sizes. Bring
your trash up to professional
standards.

From: G. Weiss Radio/TV Business Dept.

Needham, Harper & Steers, Inc. • 909 Third Avenue, New York 10022

To: W. Deval
G. Rohrer
P. Grounds
J. Murray
B. Biederman

CLIENT KIMBERLY-CLARK
PRODUCT Kim Garbage Bags

Date: 4/12/71
Est# 3-71
W.O.# NB-1084

J. Williams
D. McCardle
A. Rold
K. Myer

Film Approx. 5,000 feet: Talent
"Refuse Abuse" 5 on/11 extras/VO
KKWA0130

I. PRODUCTION: House: Richard & Myers (Shoot to Dailies)/PDR-Editorial Completion
:30 :60 :30/:60

PRODUCTION HOUSE	Shoot	12,130.00				
PDR Prod: Complete	Complete	2,000.00	2,000.00	Total		
Production		14,130.00	2,000.00			
Track		400.00				
Music Stock		500.00				
Art/ Color Corr.		700.00				
Stats		250.00				
Musicians (Session Fees)						
Pension & Welfare						
Talent (Session Fees)		2,652.00	102.00			
Pension & Welfare		173.00	7.00			
Other						
Contingency		2,821.00	316.00			
Agency Comm.		3,817.00	428.00			
Tax		200.00	90.00			
Other						
Payroll Tax		318.00	13.00			
Agency Travel						
X Talent Travel Weather		(3,502.00)				
X Weather Contg. (Shoot)		(2,940.00)				
GROSS TOTAL		25,961.00	2,956.00	= 28,917.00		

Client Authorization _____ Date _____

Contact Authorization _____ Date _____

Producer: [Signature]

*Note: Weather Contingencies are gross per day and not included in final gross total.



Alton/Melsky Prod. Inc.
177 E. 70th St. / 249-0305

Shooting Schedule: *Kim Bags* *"Refuse Abuse"*

Shoot Date: *Tuesday, April 27, 1971*
Call: *7 AM 177 E 70th Street*

Agent Producer: *Peter Grounds*
Art Director: *John Murray*
Copy Writer: *Gary Graf*

Client: *Kimberly-Clark Corp.*
Mr. Jim Grobe

Location: *Stewart Airport - Hangar "D"*
Newburgh, N.Y.
Phone No.: MTA (914) 562-6500

Talent Principals: *Michael Vale*
Reid Cruickshanks
Tom Mahoney
Joe Ponazeki
Brandon Maggart
Louis Zorich

Extras: *Bernie Friedman*
Al Lust
Woody Parker
Raaf Baldwin
Thomas Ryan



Alton/Melsky Prod. Inc.
177 E.70th St. 249-0305

Johnny Smash
Don Cerell
Tony Paxton
Al Kiggins
Gary Bell

Crew: *Director - Bill Alton*
Assistant Director - Russell Kone
Cameraman - Francis Grumman
Assistant Cameraman - Loet Farkas
Script - Dorothy Rodman
Gaffer - Red Burke
Grip - Ron Buck
Props - Si Laxer
Sound Lee Bost

Wardrobe: *White coveralls with "Musk Hill Sanitation*
Dept." on back and names on front pocket
White socks
Black work shoes



Alton Melsky Prod. Inc.
177 E. 70th St. 249-0305

Phone #MTA
(914) 562-6580

Directions to Location

East Side Drive to Willis Avenue Bridge to Bronx

First left after bridge onto Major Deagan Expressway

Continue on Deagan until it becomes New York Thruway (Governor Thomas E. Dewey Thruway) approximately 60 miles to Newburgh Exit.

Follow signs to Stewart Airport (Stewart Air Force Base)

Enter grounds through main entrance (Buenig Road), continue on main road to "Y" Street, turn right on "Y" and left onto "First Street" which brings you to Hangar D (Building 128).

Needham, Harper & Steers, Inc. • 909 Third Avenue, New York 10022

KIMBERLY-CLARK CORP.

KIM BAGS

"REFUSE ABUSE"

:30 SECOND TV (AS PRODUCED)

NB-1084

5/14/71

KKWA-0130

VIDEO

AUDIO

OPEN ON DRILL TEAM IN SANITATION DEPT.
UNIFORMS MARCHING TOWARD CAMERA.

EFX: (SOUND OF DRILL TEAM)

Hup, two, three, four, etc...

THEY STOP IN FRONT OF KIM BAGS.

ANNCR VO: The Musk Hill, New Jersey,
Sanitation Department Close order
drill team

THEY PROCEED TO TOSS BAG AROUND.

is helping us introduce Kim Trash
Bags,
the professional-strength household
bags.

VARIETY OF SHOTS OF BAG BEING ROUGHLY
HANDLED.

. . .
. . .

BAG IS THROWN AT CAMERA...DRILL STOPS

Kim Bags are made from extruded,
heavy duty plastic...to help keep
them from tearing, splitting and
leaking...

PRODUCT SHOT OF THREE DIFFERENT SIZE
BAGS AND PACKAGES.

even where other bags give out.

SUPER: KIM BAGS BRING YOUR TRASH UP
TO PROFESSIONAL STANDARDS.

Kim Bags in 3 sizes. Bring your
trash up to professional standards.

ANOTHER QUALITY PRODUCT FROM
KIMBERLY-CLARK CORPORATION.



Art director John Murray, me and agency producer Peter Grounds with some cast members

