



# Break Down Your Walls

:30 TV spot

Created by Caitlin Nebel

AUDIO: DON'T FENCE ME IN BY BING CROSBY

INT. WHITE, EMPTY STUDIO

A pile of bricks in a makeshift wall are stacked in center

ELDERLY WOMAN 1 enters from off screen with sledgehammer

ELDERLY WOMAN 1 swings the tool and shatters the bricks

CUT TO:

With smiles on their faces and in Levi's apparel, several older people begin to literally break down walls

ELDERLY MAN 1 kicks down a wall

ELDERLY MAN 2 punches through a wooden wall

ELDERLY WOMAN 2 pushes over another wall

TEXT ON SCREEN:

"WHO SAID THE CLASSICS CAN'T GET BETTER?"

ELDERLY MAN 1 and ELDERLY MAN 2 slash through the white backdrop revealing the studio wider around it

ELDERLY WOMAN 1 with ELDERLY WOMAN 2 set fire to the remaining backdrop

All four walk away from the scene while text appears atop

OVERLAY WITH LOGO:

"BREAK DOWN YOUR WALLS ABOUT YOUR CLOTHES"

"LEVI'S IS FOR MORE THAN JUST JEANS."