

## Cheap Thrills on TV

These commercials were designed to help theatre companies use TV to sell tickets and raise profiles in an entertainment climate grown increasingly competitive.

As a labor of love in the early 1990s, Cyrano produced and syndicated more than 50 good and cheap TV PSAs for regional theatre companies across the country, including South Coast Rep, Geva, Milwaukee Rep, Trinity Rep, and Portland Center Stage. The cheap spots sold plenty of tickets and won their share of awards. While this low-cost approach is especially suited to theatre and opera productions, we can apply a similar combination of imagination, wit, and economy to commercials for clients in many fields.

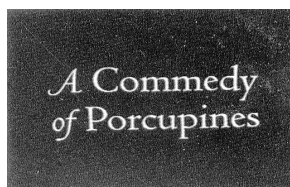


**“A Comedy of Errors,” award-winning TV commercial for Oregon Shakespeare Festival in Portland.**

**Audio:** Palm Court String Quartet, “Over the Waves”

**Video:** Title cards placed by hand; we see hands in action...

Oregon Shakespeare Festival presents



A Comedy of Porcupines

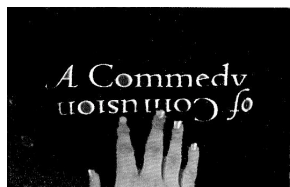
(scratch out porcupines, replace with...)

Concubines

(Still not right. Replace with...)

Confucius

(Change to...)



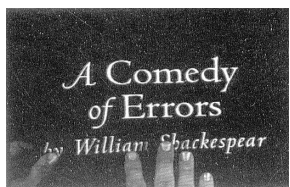
Confusion

(It's upside down; quickly correct it. Then replace with...)

Mistaken Identity (Replace with...)

Errands (Change to...)

Ears (Change to...)



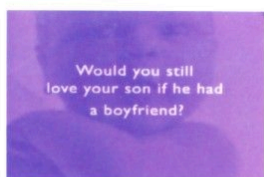
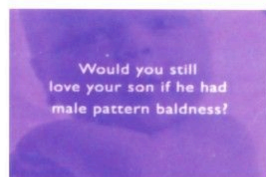
Errors by William Shackspear

(Scratch extra “m” out of Commedy)

January 8 – February 5 in Portland

Oregon Shakespeare Festival

Call 274-6588



**“The Sum of Us,” award-winning TV commercial for Geva Theatre in New York**

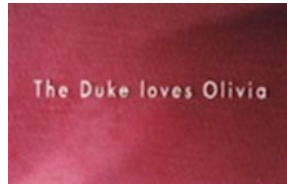
**Audio:** Brahms’ Cradle song.

**Video:** Title cards. First two lines come on and stay; third line changes.

Would you still love your son if he had double-jointed toes? | Poor taste in ties? | a disaffection for the truth? | (pace picks up) a gambling problem? | a snoring problem? | male pattern baldness? | a criminal record? | a boyfriend? (music distorts horribly and cuts off.)  
The Sum of Us. A comedy by David Stevens. | It’s not a play about baldness. | (Dates and theatre ID.)



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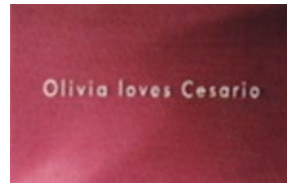


“Twelfth Night,” award-winning TV commercial for Oregon Shakespeare Festival in Portland and Trinity Rep in Providence, RI.

**Audio:** Lush romantic orchestral music

**Video:** Titles scroll across shiny lavender background...

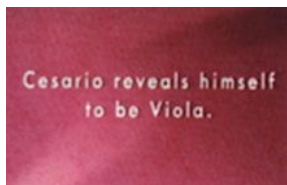
The story so far... The Duke loves Olivia



Olivia loves Cesario

Cesario loves the Duke

Malvolio loves Olivia



Olivia detests Malvolio

Cesario reveals himself to be Viola.

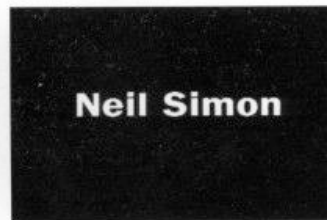
(Pause)



Hope that clears everything up.

Twelfth Night by William Shakespeare

(Dates, theatre name, phone number)



“Broadway Bound,” award-winning TV commercial for American Stage Festival in New England.

**Audio:** Dramatic, percussive music.

**Video:** Title cards, very bold, serious, non-nonsense. White on black. Each card comes on suddenly, then degrades to BG.

War. | Pestilence. | Famine. | Taxes. | Neil Simon. | Hey, everybody needs a good laugh. |

Neil Simon's Broadway Bound. | You'll laugh. You'll cry. You'll go home and eat pot roast. |

(Dates, theatre, contact information.)

