OGILVY & MATHER

5900 WILSHIRE BOULEVARD, LOS ANGELES, CA. 90036 (213) 937-7900

Client: MATTEL, INC.

Product: ELECTRONICS/INTELLIVISION

Title: "PLIMPTON & BOY"

Comm'l No.: MAEH6203 Length: 30 SECONDS



(SFX: GAMES UNDER) KID: When it comes to space games, nobody compares to Atari.



GEORGE: Excuse me, have you compared them to Intellivision?



KID: Intellivision?



GEORGE: Sure, they've got great space games.



Like Intellivision Space Battle.



KID: I didn't know.



GEORGE: And now there's Space Armada.



And the incredible Astro Smash.



KID: I didn't know.



GEORGE: Here, compare for yourself.



Intellivision Space Games from Mattel Electronics.



Once you compare, you'll know.