

Appendix A

Transcript of Bell Olympics Ad - Elevator

Man: "New Galaxy S3?"

Woman: "Yeah."

Man: "Me too! Is that live?"

Woman: "Yeah, with Bell you can watch live Olympic Games coverage anywhere you go."

Man: "I'm not with Bell."

Woman: "Oh, that's too bad. I used to follow our athletes, now they kinda follow me."

Voiceover: "Get over 25 TV channels, including live Olympic Games coverage on the go. Only from Bell."