

**Finest Hearth & Home**

**Extreme Makeover: Home Edition**

Ad Storyboard



# ABC 30 second spot

*Scene*

**5 Seconds  
Doug Goodale's  
Old House**

**5 Seconds  
Doug Goodale's  
New House**

**15 Seconds  
Store shot of HNG  
Gas Fireplace  
Graphic: As seen  
on EM:HE**

**5 Seconds  
Graphic's:  
FHH Logo  
Locations  
Tagline**

*Story-  
line*

- *When you're looking for an upgrade*
- *When you need to keep on schedule*

- *Finest Hearth is where the experts turn*
- *Our certified installers volunteered to help deliver EM: HE on-time*

- *Finest Hearth installed a 42" Heat N Glo fireplace and 25' chimney system*
- *Heat n Glo donated the fireplace and chimney products*

- *Finest Hearth is Maine's largest provider of stoves and fireplaces*
- *A Maine company helping Mainer's*