



Open on a man on the phone at home. He's trying to get through to the customer service department of his cell-phone company.

MACHINE: PLEASE SPEAK CLEARLY.

Our Man's Voice Becomes Strained.

MAN: CUSTOMER SERVICE!

MACHINE: I THINK YOU SAID " SALES".



MAN: NO CUSTOMER SERVICE!

MACHINE: I THINK YOU MAY NEED CUSTOMER SERVICE. PLEASE HOLD.

THE GUY LOOKS RELIEVED.

MACHINE: YOU'RE CURRENT POSITION IS ONE..... HUNDRED!

MAN: GROAN



The Guy Can't Believe It.

FVO: VIRGIN MOBILE INTRODUCES A REVOLUTIONARY NEW TYPE OF CUSTOMER SERVICE. WE CALL THEM PEOPLE.... TO SPEAK TO ONE PRESS ZERO.

VO: VIRGIN MOBILE. ARE YOU MISSING OUT?

