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MS-920: Sy Syms Papers, 1944-2012.
Series B: General, 1944-2009, undated.

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Advertisements. Fall TV-DIGO, 2009.

For more information on this collection, please see the finding aid on the
[American Jewish Archives](http://AmericanJewishArchives.org) website.

YOU GET WHAT YOU'RE SUITED FOR.

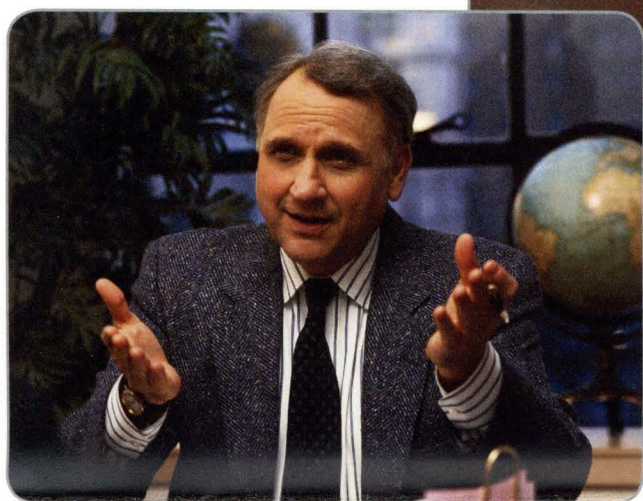
The right suit can make all the difference. Whether you're interviewing for a job, trying to impress a lady or simply looking to make a good impression, the way you look has the power to make or break you.

And at SYMS, we can put you in a winning suit for an amazing price.

SYMS

DIGO

SYMS TV
"INTERVIEW"
:30



Open on a man sitting at a desk. A resume is slid across his desk toward him from an outstretched hand connected to an unseen person. He begins reading the interviewees credentials. We never see the man being interviewed.

MAN: You're an hour late.
(he begins reading his resumé)
Now let's see,
You've got a 2.5 GPA.
No recommendations.

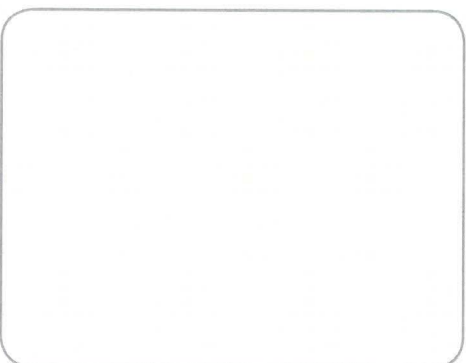
And you hit on the receptionist.
Who's also my daughter.

The interviewer takes off his reading glasses and looks at the man across from him up and down.

MAN: Congratulations. When can you start?

Cut to super: You get what you're suited for. Top brand suits starting at \$99. Then SYMS logo, tagline and URL.

VO: You get what you're suited for. At SYMS, we know the power of a great suit. Visit a location near you for top brand suits starting at \$99.



SYMS



Open on a woman walking briskly down a city street. She begins talking to someone beside her who is out of frame.

WOMAN: I'm not going to lie, this was a nightmare.
You insulted me.
And my mother.

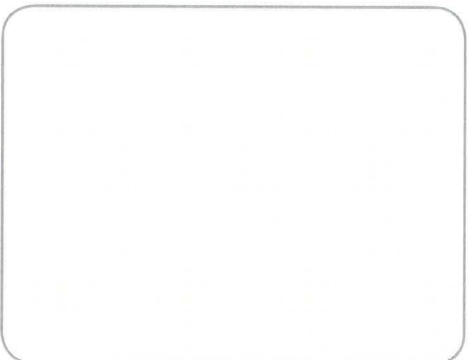
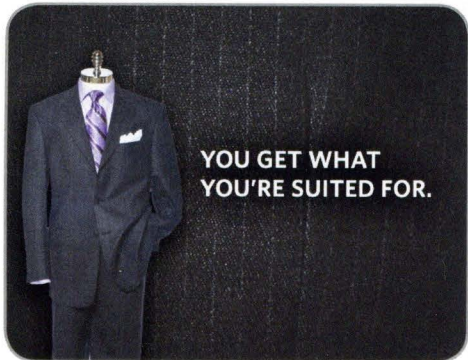
You even lied about being a venture capitalist when you're really just an out of work accountant.

The couple stops in front of an apartment's walkup steps. She looks the man who's been walking with her up and down.

WOMAN: Wanna' come up for a coffee?

Cut to super: You get what you're suited for. Top brand suits starting at \$99. Then SYMS logo, tagline and URL.

VO: You get what you're suited for. At SYMS, we know the power of a great suit. Visit a location near you for top brand suits starting at \$99.



DIGO

SYMS TV
"BUSINESS MEETING"
:30



Open on a conference room. A large oval wood table is in the center and 5-10 men dressed in suits look at someone off camera who is pitching something to them. The man at the head of the table begins to speak.

MAN: I don't know what to say...
That was an utterly useless presentation.

I don't know what makes you think a company like this would ever pursue an idea like that.

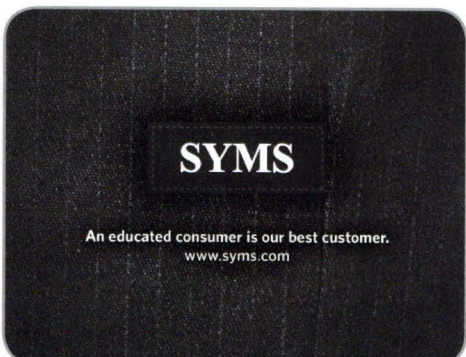
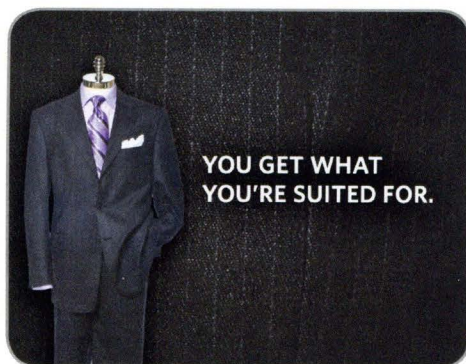
And you spilled your coffee all over Bob here.
(quick cut to old looking guy with coffee stains all over his shirt. He's grimacing.)

The men look at presenter, up and down, and two of the most senior guys whisper in each other's ears.

MAN: You seem like a smart guy. Let's make it work.

Cut to super: You get what you're suited for. Top brand suits starting at \$99. Then SYMS logo, tagline and URL.

VO: You get what you're suited for. At SYMS, we know the power of a great suit. Visit a location near you for top brand suits starting at \$99.



SYMS

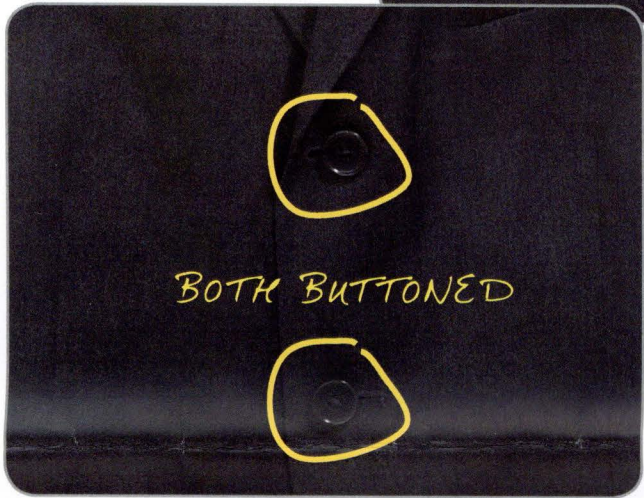
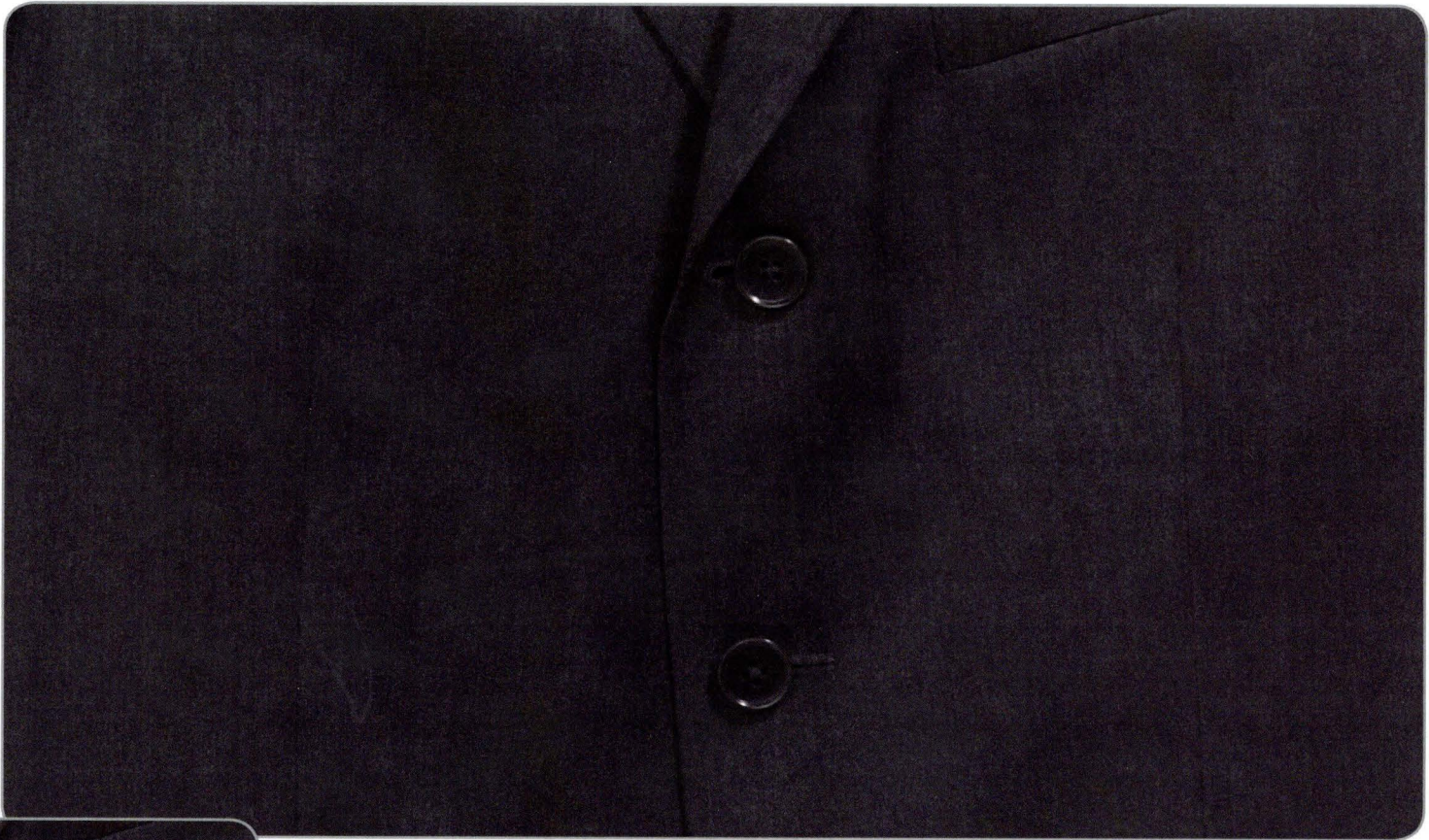
A WINNING COMBINATION.

Many men don't know how to buy a suit, or even the proper way to wear one. Since SYMS' best customer is an educated one, this series of TV spots serves to educate men on the finer points of the suit and where to find the best price. These tips are presented using a language and method with which most men are already familiar, and what better way to learn about something you find a little bewildering?

SYMS

DIGO

SYMS TV
"RECOVERY"
:15



Open on a man walking down an office hallway. No face in the shot...tight on his jacket. Both his jacket buttons are buttoned. The yellow line points this out.

Sportscaster V0: Hooo...What a shame. You don't often see a seasoned professional make a mistake like that.



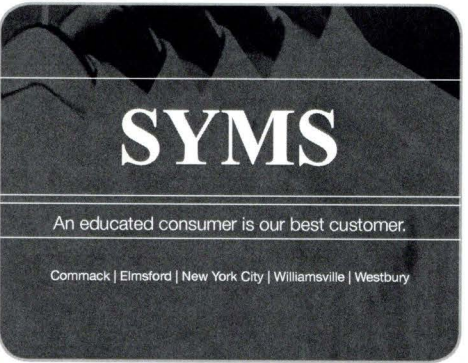
The man unbuttons his bottom button.

Sportscaster V0: But wait a minute...he's going for it...what a great recovery.



Cut to shots of a SYMS store.

V0: At SYMS, we make it easy for you to put together a winning combination, with top designer suits starting at just \$99.



Cut to title card.

Sportscaster V0: Suit up like a pro at SYMS.

SYMS

DIGO

SYMS TV
"GAME"
:15



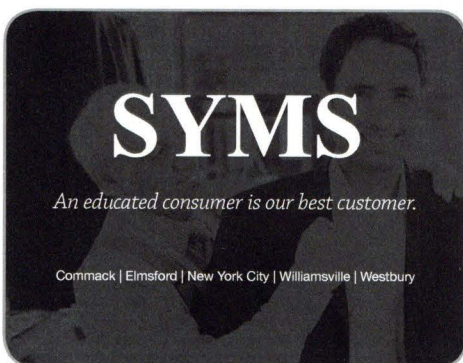
Open on a man walking down a street. The shot only shows him from the waist down. The outline of his boxers is visible through his pants. The yellow screen line points this out.

Sportscaster V0: He seems to be off his game today. That's one wicked mantie line.



Cut to shots of a SYMS store.

V0: At SYMS, we make it easy for you to put together a winning combination, with top designer suits starting at just \$99.



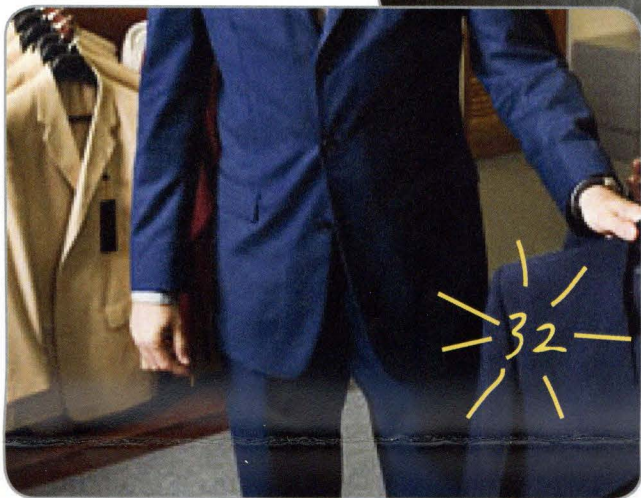
Cut to title card.

Sportscaster V0: Suit up like a pro at SYMS.

SYMS

DIGO

SYMS TV
"FIT"
:15



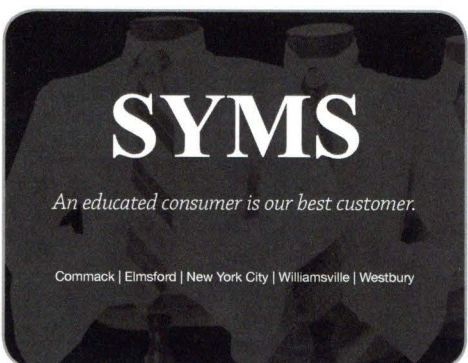
Open on a man going through a clothing rack at SYMS. He's pushing hanger after hanger, each garment with a different size.

Sportscaster V0: He's at the 40. The 36. The 32. He's done it.



Cut to shots of a SYMS store.

V0: Get the right fit. At SYMS, we make it easy for you to put together a winning combination, with top designer suits starting at just \$99.



Cut to title card.

Sportscaster V0: Suit up like a pro at SYMS.

SYMS

THE RIGHT SUIT MATTERS.

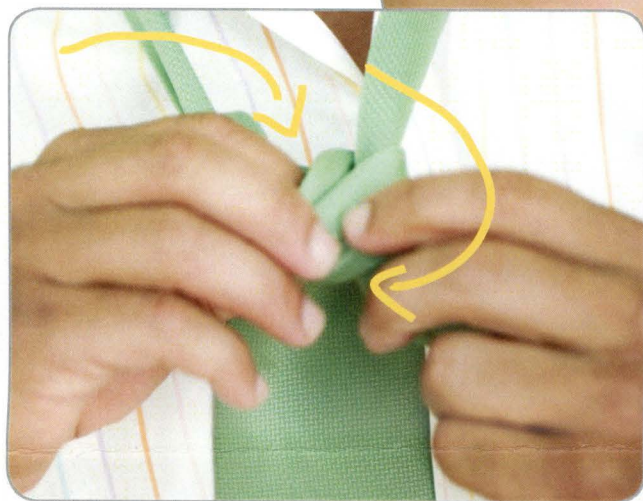
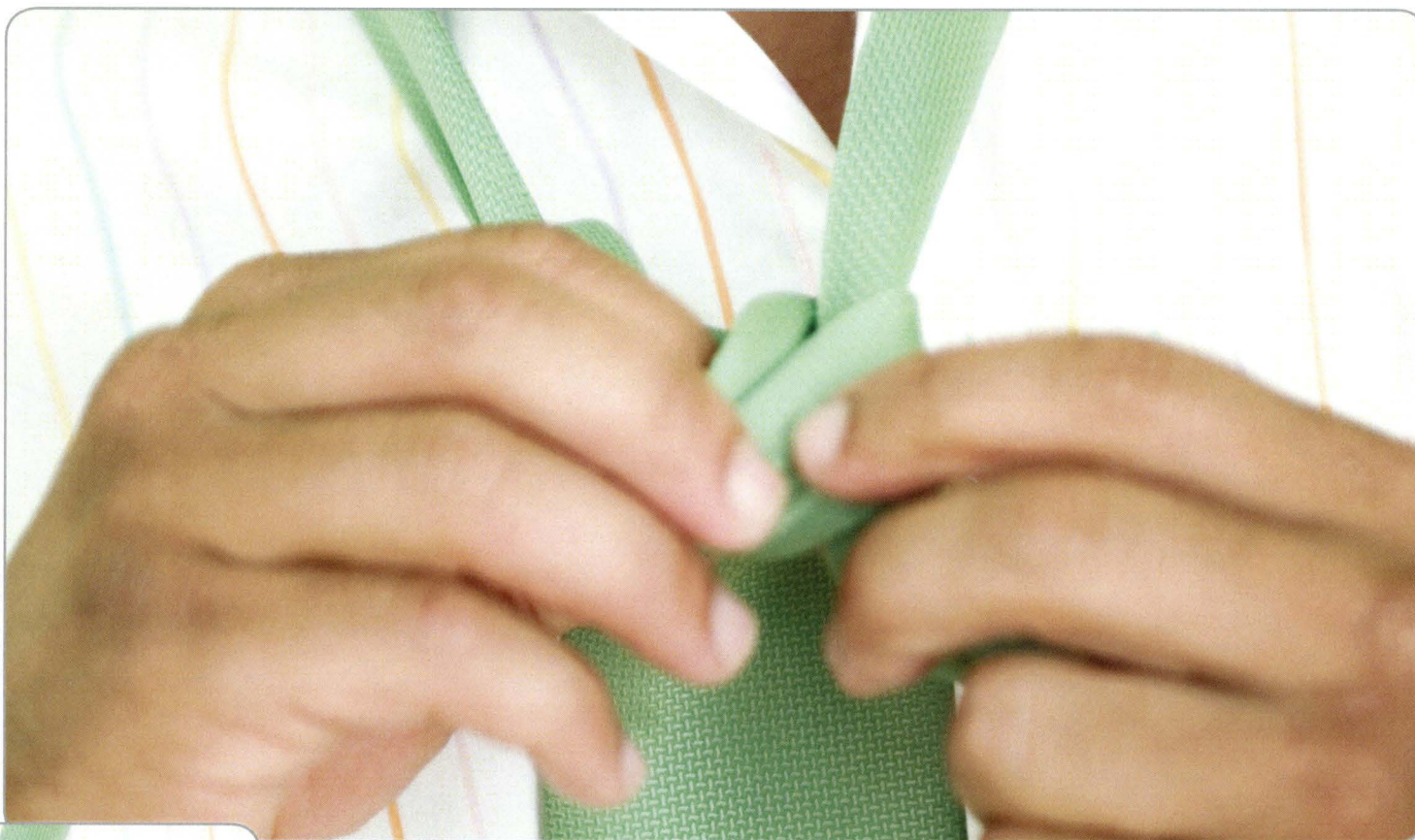
The right suit matters: and it's available at SYMS. But many in SYMS' target simply don't know the importance of a great suit; furthermore, they don't know that it's available at SYMS for a price they can afford.

Our campaign is a series of mini-spots (10-15 seconds in length) in which elegant close-ups of suave men in perfectly tailored suits are arranged with a voice-over of a practical fashion tip for men who want to look sharp, with a wry and unexpected twist at the end.

SYMS

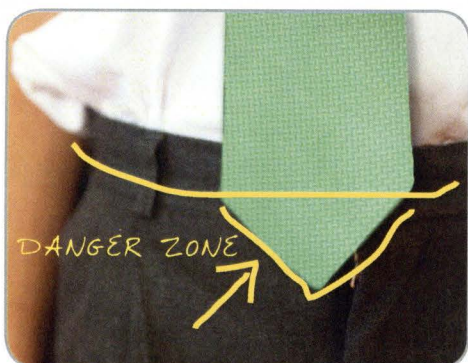
DIGO

SYMS TV
"DANGER ZONE"
:30



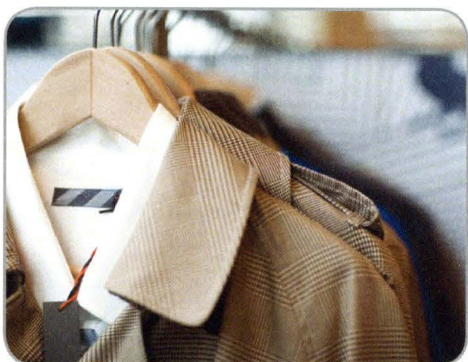
We open on a guy tying a tie. No face in the shot...tight on the tying action.

Sportscaster V0: He crosses over the front. He's around and back in. It looks like he might just pull it off. But wait. Oooh noo. I can't believe it. I can't believe it. He let it fall into the danger zone.



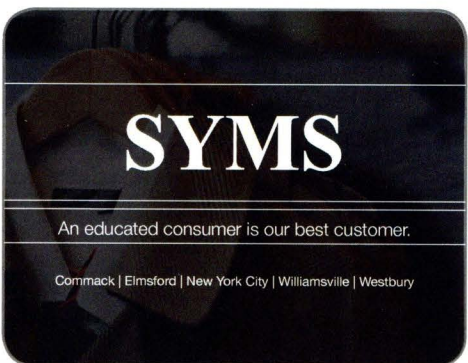
Pause to point out the tie falling below the belt—aka the danger zone—with the yellow pen on the screen.

Sportscaster V0: What a rookie mistake.



Cut to shots of a SYMS store.

V0: At SYMS, we make it easy for you to put together a winning combination, with top designer suits starting at just \$99.



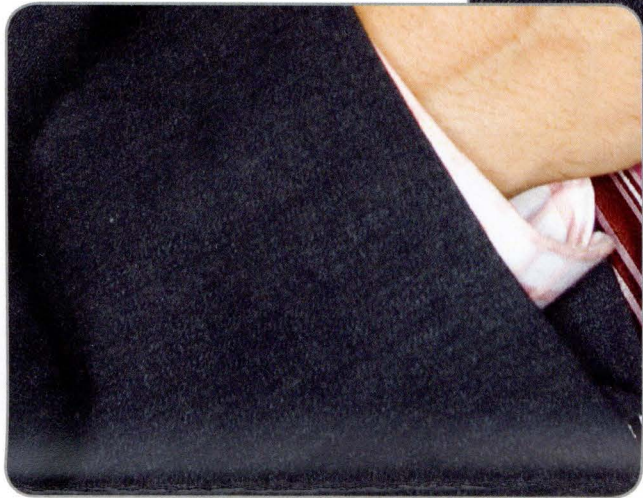
Cut to title card.

Sportscaster V0: Suit up like a pro at SYMS.

SYMS

DIGO

SYMS TV
"THE RIGHT SUIT"
:15



Open on a man pulling his tie tight. The camera is panning slowly around the man's suit.

VO: This is what it sounds like when someone sees you in the right suit for the first time.

*The man buttons the top button and smooths his jacket.
There is silence for 4 or 5 seconds.*

VO: That's the sound of envy.

*Cut to super over suit fabric: The right suit matters. Top brand suits starting at \$99. Then
SYMS logo, tagline and URL.*

VO: The right suit matters, and at SYMS it's easy to find the right look for the right price.
Visit a SYMS near you for top brand suits starting at \$99.

THE RIGHT SUIT MATTERS.

Top-brand suits starting at \$99.

SYMS

An educated consumer is our best customer.
www.syms.com

SYMS

DIGO

SYMS TV
"WINDSOR KNOT"
:15



Open on a shot of a man slowly tying a tie.

VO: The Windsor Knot. Tie it right. Keep it drawn snug to your collar at all times... unless you're holding a drink.

The man pulls the tie tight.

VO: Or a woman.

VO: Or both.

Cut to super over suit fabric: The right suit matters. Top brand suits starting at \$99. Then SYMS logo, tagline and URL.

VO: The right suit matters, and at SYMS it's easy to find the right look for the right price. Visit a SYMS near you for top brand suits starting at \$99.

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SYMS

DIGO

SYMS TV
"BELT AND SHOES"
:15



Open on a shot of a trim, dark brown belt.

VO: Your belt should always match your shoes.

The camera pans down the man's leg to reveal a nice pair of dark brown leather shoes.

VO: This is what men call "accessorizing".

Cut to super over suit fabric: The right suit matters. Top brand suits starting at \$99. Then SYMS logo, tagline and URL.

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THE RIGHT SUIT MATTERS.

Top-brand suits starting at \$99.

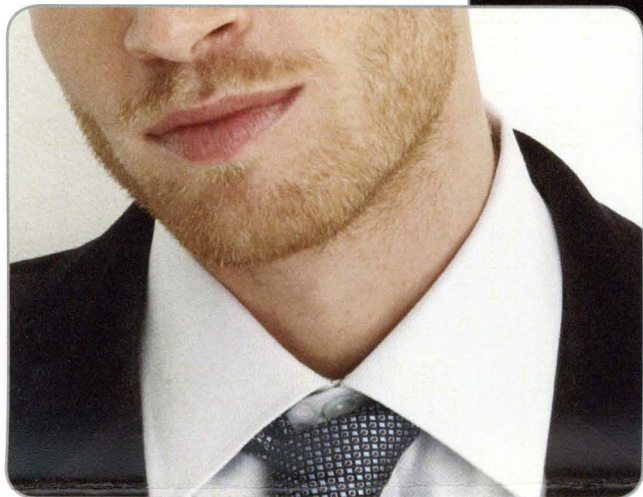
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SYMS

DIGO

SYMS TV
"STICK IT TO THE MAN"
:15



Open on a shot of man buttoning up his suit. The camera is panning up toward the collar.

VO: The best way to stick it to the man is to stick it to the man...

The camera arrives at the collar, where the man straightens a nice-looking tie, it continues up to where we see just his mouth and gives a bit of a smirk.

VO: ... in a suit.

Cut to super over suit fabric: The right suit matters. Top brand suits starting at \$99. Then SYMS logo, tagline and URL.

VO: The right suit matters, and at SYMS it's easy to find the right look for the right price. Visit a SYMS near you for top brand suits starting at \$99.

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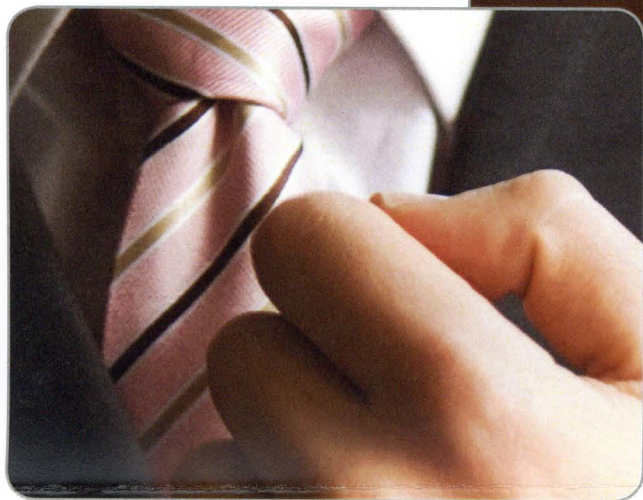
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SYMS

DIGO

SYMS TV
"ITALY"
:15



Open on a shot of two hands buttoning the top button on a nice gray suit jacket. The camera is slowly panning up toward the collar.

VO: You could travel to Italy to find the perfect suit.

The camera arrives at the collar, where the man straightens his tie.

VO: Or you could just say you did.

Cut to super over suit fabric: The right suit matters. Top brand suits starting at \$99. Then SYMS logo, tagline and URL.

VO: The right suit matters, and at SYMS it's easy to find the right look for the right price. Visit a SYMS near you for top brand suits starting at \$99.

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