

2013_Command_MMCAA010500_BTC_Non-New_Vb_30

Upbeat music plays.

A male college student and his mother remove boxes from the back of an SUV and step away from the vehicle as dad looks on. A female college student and her parents carry boxes into an empty apartment. A variety of Command hook products appear. In split-screen, the female student and her mother unpack a box, and the male student and his parents organize his room.

MALE NARRATOR: College move in day is approaching fast, and you can count on Command products from 3M to help customize the new place.

The female student directs her father as he hangs a poster. A pack of poster strips appear. The male student peels a poster strip off the wall and rubs the place where the it was affixed. A variety of objects are hung onto the Command hooks. The male student rolls backwards in a chair, arms raised triumphantly. Hats hang from hooks on the wall behind him. A package of Command hooks appears. The female student turns and smiles. Pictures hang from clips on the wall behind her. A package of Command clips appears.

MALE NARRATOR: Command hooks, clips, and poster strips go on easily and stretch right off, so there's no damage and no better way to organize and personalize any college dorm or any student apartment.

The female student and her mother remove paper fans from a wall, and then the student pulls a poster strip off the wall, rubs where it was affixed, and high-fives her mother.

MALE NARRATOR: Of course, before you know it, you'll be picking them up along with the damage deposit.

A variety of Command bath products attached to bathroom walls appear. They hold a towel, soaps, razors, and various shower supplies.

ON SCREEN TEXT: Command
 Bath Products

FEMALE NARRATOR: And be sure to check out the line of Command bath products.

A bathroom features bare shower walls. Shower supplies appear on the walls, attached with Command products. The "Command brand" logo and on screen text appear.

ON SCREEN TEXT: Command.com

FEMALE NARRATOR: Now you can take command of your bathroom.

The Command logo enlarges and goes to the center of the screen, the background becomes white bookshelves, and the 3M logo appears.

MALE NARRATOR: Command products, only from 3M.