

# M&C SAATCHI

## NEW MEXICO TOURISM DEPARTMENT

Taking Care of You :30 TVC



Open on office

Gary: I'm telling you man, you're going to love this place



Gary: New Mexico's got everything and the golf, it's amazing  
Warren: It looks great



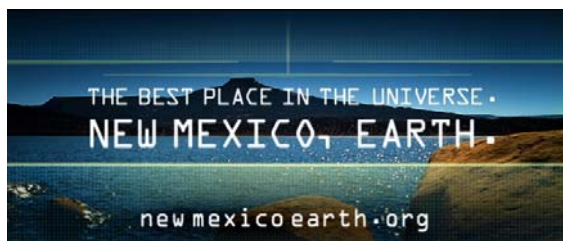
Gary: It is great. Here, got you the brochure  
Warren: Thanks  
Gary: Alright, listen to me chief, look at me. Use it ok?  
You, need to start taking care of you



Warren: Yeah, you're right  
Gary: Alright captain, I'm gonna go grab a fish taco. You good?  
Warren: Yeah, I'm good



V.O: The word is out



V.O: New Mexico may just be the best place in the universe