

All 50 commercials in this document are approximately 30-second (or less) spots

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**Special K Kellogs ad (female older)**

Afraid they won't zip? Don't be!

It's easier to drop up to a jean size in just two weeks when you take the special k challenge.

Enjoy a greater variety of delicious cereals, protein bars and protein waters that keep you satisfied throughout your day.

What's the difference between the size you wear and the size you want?

Now you know – the difference is K.

Go to yahoo and search special K to design your plan.