## **OGILVY & MATHER**

5900 WILSHIRE BOULEVARD, LOS ANGELES, CA. 90036 (213) 937-7900 Client: MATTEL, INC.

Product: INTELLIVISION MASTER COMPONENT

Title: "PLIMPTON"
Comm'l No.: MAEK 4413

Date: 10/1/81



PLIMPTON: I'll try almost anything.



So when Mattell Electronics asked me to compare their Intellivision games with Atari...



I gave it a try.



(SFX) I compared Atari baseball...



with Intellivision.



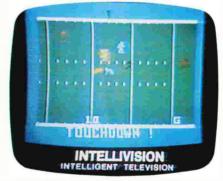
And found Intellivision played much more like real baseball.



Then I compared Atari football...(SFX)



with Intellivision.



Again Intellivision played much more like the real game.



In my opinion, if you try them both...



there's only one conclusion you can come to.



Intellivision. From Mattel Electronics.