

OPENING CREDITS													Brand	Result									
	1	2	3		4	5	6		7	8	9	10		11	12	13							
14	P	I	T	A		15	W	E	E		16	E	C	H	O		17	T	A	N			
18	T	E	A	M		19	E	A	T	F	R	E	S	H		21	O	D	E	SUBWAY	S		
22	S	T	R	E	P		23	E	T	A	I	L			25	B	A	I	T				
26	D	O	I	T	R		27	I	G	H	T	F	O	R	L	E	S	S		LOWE'S	L		
				30	R	A	N	G	E					31	E	A	R	T	H				
	32	33	A	U	N	T				34	B	I	S	E	C	T							
37	W	E	R	E	A	L		38	L	F	A	M	I	L	Y	H	E	R	E	OLIVE GARDEN	O		
43	I	R	E					44	S	A	S	H	A				45	G	A	L			
46	I	M	A	G	I	N	A	T	I	O	N	A	T	W	O	R	K			GENERAL ELECTRIC	G		
				53	U	N	I	T	E	S				54	C	E	A	S	E				
	55	56	A	P	R	O	N					57	B	R	I	C	K						
	59	Y	O	U	R	E		60	I	N	G	O	O	D	H	A	N	D	S	ALLSTATE	A		
66	S	E	W	S				67	T	O	O	N	S		68	S	N	A	I	L			
69	T	A	D		70	J	U	S	T	D	O	I	T		72	D	I	V	A	NIKE	N		
74	E	Y	E		75	A	T	O	M			76	B	E	A		77	A	V	O	W		
78	P	E	R		79	R	E	N	E			80	O	R	B		81	N	E	T			

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a 6-letter word

SLOGAN

There were, of course, 6 entries that should've stood out to you as catchphrases for 6 different companies. Taking the first letter of each of those companies (as hinted at by the title "Opening Credits") in grid order spelled **SLOGAN**, a 6-letter word, and our meta answer.