

Holiday Radio Spots

Your local radio station will have sound tracks for sound effects and background music that can be used with these scripts. If you choose to have background music, we suggest something light. If the music is too loud or if it is too complex, your message will suffer.

Holiday

Radio - :30

(Read: Male announcer, preferably - straight read with one tongue-in-cheek moment)

Modesty forbids us from tooting our own horn so we'll use the subtle approach instead –

(SFX: brief, big horn fanfare; anything-but-subtle statement:)

“SAVE TIME AND MONEY WHEN YOU SHIP AT (insert store name)!”

(Read: returns to a pleasant, medium-paced sell)

Our shipping rates are great, and you don't even have to leave the store! The timing couldn't be better! Holiday shopping is fast approaching, and (insert store name) offers great in-store prices on (insert desired items or specialty), dependable UPS shipping... free package tracking... free insurance on the first \$100 of your package value – and more! Do it all in one stop – at (insert store name and address)... where you “SAVE TIME AND MONEY WHEN YOU SHIP WHERE YOU SHOP!”

Ship where you Shop - Holiday

Radio - :30

(Read: bright, friendly – with confidence)

Want to stretch your gift buying dollar this holiday season and save time and trouble doing it? (Insert store name) makes the process convenient with on-site shipping. They ship via UPS for fast, dependable package shipping. Add features like free package tracking... no charge insurance on the first \$100 of your package's value... and the savings mount up! Visit (insert store name) at (locator), and “Ship where you Shop”! When your package needs to get from point A to point B, (insert store name) does it all from A to Z!

Save Time & Money - Holiday

Radio - :60

(Read: Male announcer, preferably - straight read with a few tongue-in-cheek moments)

Modesty forbids us from tooting our own horn so we'll use the subtle approach instead –

(SFX: brief, big horn fanfare; anything-but-subtle statement:)

“SAVE TIME AND MONEY WHEN YOU SHIP AT (insert store name)!”

(Read: returns to a pleasant, medium-paced sell)

Our shipping rates are great, and you don't even have to leave the store! The timing couldn't be better! Holiday shopping is fast approaching, and (insert store name) makes it more convenient than ever before! Why waste time in long lines at the post office when our “Ship where you Shop” feature turns multiple stops into one quick and easy visit! In addition to the convenience, (insert store name) offers free package tracking plus free insurance on the first \$100 of your package value. An unbeatable combination!

We could use brash, forceful language like, (big read:) “Stick a fork in the competition 'cause they're done, baby, done!... (returns to pleasant read:) But, as previously stated, modesty forbids it. So we'll put it this way – when it's one-stop shopping and shipping you want... we're the place to be. Find both at (insert store name and address).

Holiday

Radio - :60

(Read: bright, friendly – with confidence)

Ever wonder why most people spend more than they plan when they shop for holiday gifts? You can sum it up in three words: “Shipping and Handling.” The fact is, even the thriftiest of shoppers can wipe out their budget, because getting a package from point A to point B can cost a small fortune. Well, here's THE GOOD NEWS: (insert store name) can save you a bundle with their “Ship where you Shop” service! UPS shipping rates are OFTEN lower than priority mail at your local post office! (insert store name) makes the process convenient with on-site shipping. You get more, too: free package tracking... no charge insurance on the first \$100 of your package's value... features you won't get at the post office. So, what do you want to spend your money on – shipping, handling and gasoline... or actual gift buying? Visit (insert store name) at (locator) and “Ship where you Shop”! When your package needs to get from point A to point B, (insert store name) can do it all from A to Z.