

Radio skript

Narrator: get the hottest new jeans that are even worn by desto called freds get them at your nearest ralph Lauren store

Client: Sunrise Stretch
Copywriter: Jonathan Fawcett
Title: Exercise

LENGTH: 60

SFX: Channel flipping and the sound of infomercials. Sound of bag of potato chips crinkling and noise from crunchy potato chips being chewed.

Janet: Jon! Get off the couch! You're drowning in potato chips and the sun isn't even up yet! There's nothing on television anyways. You're coming with me.

Jon: Ugh. Janet, Where are we going?

Janet: You are going to get healthy...starting today!

Jon: Can it wait for tomorrow?

Janet: No! Tomorrow there will be another excuse and then another, then another. The excuses die today!

SFX: Car starting, driving away as the tires squeal.

Jon: Where are we?

Receptionist: Good morning! Welcome to Sunrise Stretch!

Jon: What is this place?

Receptionist: This is your new local health club. This is the new place for singles or couple over 50 to come to gain the healthy lifestyle they need through stretching, jumping, light jogging, and exercises, designed to give you the total body fitness and cardiovascular endurance you need! After you're finished exercising, enjoy a time of yoga and other techniques designed to help you relax. After all of that, enjoy a free, healthy breakfast!

Jon: Food?! When can I start?

Receptionist: Twelve sessions are offered Mondays, Wednesdays, and Fridays from 7:30 to 8:15 in the morning. \$29.50 for singles and \$49.00 for couples! Breakfast included!

Jon: Honey, can we sign up?

Janet: Ha ha. Yes dear.



Get a new and up and coming pair of jeans called freds and even get a 2 for 1 discount at you're nearest ralph lauren store get the newest comfort and style now!

Storyboard Templates for :30 / :60 Commercial

Group Members darrion lymon, robel desta

Product _____



Scene 1:
Get your new fred jeans today



Scene 2: wear them like you're on the runway



Scene 3: wear them on the street



Scene 4: get at you're nearest ralph Lauren store



Scene 5:



Scene 6:



Scene 7:



Scene 8:

