

TMT Outdoor Advertising

**They're so good  
even Selena  
wears them!**

**Get the new Layback  
jeans! Enough quality  
for a celebrity, but a  
fair enough price for  
all!**



# Radio Script

**Client:** Nalley BMW  
**Title:** Goodnight Suzy  
**Words:** 174

## AUDIO

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**DAD:** GOOD NIGHT, SUZY... SLEEP TIGHT...

**GIRL:** DADDY...

**DAD:** YES SWEETHEART?

**GIRL:** WHERE DO BMWs COME FROM?

**DAD:** WELL SUZY, WHEN NALLEY BMW LOVES A CUSTOMER VERY MUCH, THE TWO GET TOGETHER... AND A DEAL IS MADE...

**GIRL:** IS THAT HOW WE GOT OUR **AN OH SIX X THREE – THREE POINT OH SUV FOR JUST THREE EIGHTY EIGHT A MONTH FOR THIRTY SIX MONTHS?**

**DAD:** IT SURE IS...

**GIRL:** AND IS IT ALSO HOW MOMMY GOT HER **BRAND NEW OH SIX THREE TWENTY FIVE I... FOR JUST THREE NINETY NINE A MONTH FOR TWENTY FOUR MONTHS...**

**DAD:** MM HMM... PLUS TAX, TAG AND TITILE...

**GIRL:** WOW... NALLEY BMW SURE MUST LOVE THEIR CUSTOMERS...

**DAD:** THAT'S WHAT NALLEY BMW DOES, SUZY... IN FACT... THEY LOVE THEIR CUSTOMERS SO MUCH THAT RIGHT NOW... WITH EVERY ONE OF THEIR ULTIMATE DRIVING MACHINES COMES WITH A **SPECIAL LOW FINANCE RATE...**

**GIRL:** THIS MUST BE THE BEST TIME EVER TO CHECK OUT NALLEY BMW... BUT DADDY...

**DAD:** YES SUZY?

**GIRL:** WHEN WILL BE ABLE TO HAVE A BMW OF MY OWN?

**DAD:** WHEN THE TIME IS RIGHT SUZY... YOU'LL KNOW...

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# Radio Script

**Client:** Layback Jeans

**Title:** Oh Nevermind

**Words:** X

Audio:

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LBJ: Do you enjoy going to work or school in super boring uncomfortable jeans?

John: Well... no of course not.

LBJ: well then Layback is the jean brand you've been dreaming of, with super high quality, high comformfort jeans, we make everytones everyday experience better.

John: Well if these jeans are all you say they are then surely there's some catch, will I have to put down a mortgage on them?

LBJ: And that's the best part, we keep our jeans affordable for anyone and everyone!

LBJ: Improving the quality of life, one pair at a time!



# Storyboard Templates for :30 / :60 Commercial

Group Members: Conner Williams    Product: Layback Jeans

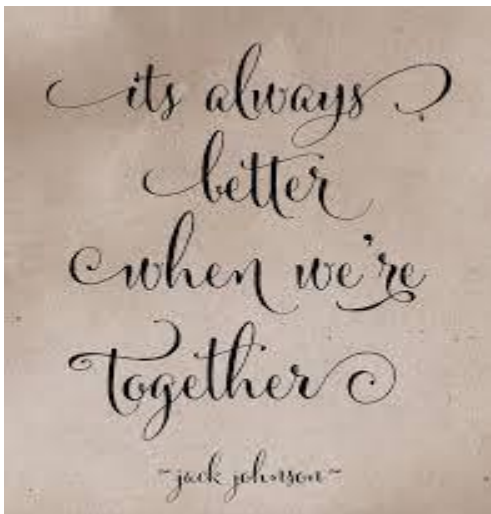


Scene 1:

Asks if you like your boring jeans?

Scene 2:

Shows picture of our jeans



Scene 3:

Explains why ours are better

Scene 4:

Emphasizes that they aren't super expensive