

TMT Outdoor Advertising

TruFit

BUY 1 GET ONE FREE @ JC PENNY



*LUKE BRYAN LOVES
THEM... SO WILL YOU!*

Introducing TruFit Jeans!!!

These jeans are the best jeans ever made. They are so comfortable and come in many sizes for all types of people. Also, there is a deal out to buy one get one absolutely free. So go to your nearest JC Penny to pick up a TruFit just for you. Offer is only limited time so hurry!

Famous country singer, Luke Bryan loves them, so will you!



Exclusive Offer Only at JC Penny

RADIO SCRIPT

Rico Cortez & Jose Lopez

Client: Rico

Copywriter: Rico

Title: TruFit

SFX: The sound of a guy looking through his closet.

Husband: I don't know which pair of jeans to wear today!

Wife: Just wear the one that fits most comfortably.

Husband: There all fit bad... except for this one pair.

SFX: The sound of Luke Bryan climbing through their window.

Husband: Its Luke Bryan honey!!

Wife: Oh my gosh!

Luke Bryan: Wear the TruFit jeans because I LOVE them.

Wife: He's right.

Husband: Thanks Luke.

Luke Bryan: No problem bud.

Luke Bryan: TruFit has a big deal going on at JC Penny. Buy one get one free!

Luke Bryan: Hurry offer ends March 18th!

RADIO SCRIPT

Rico Cortez & Jose Lopez

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!

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Rico Cortez & Jose Lopez