



RADIO ADVERTISEMENT SCRIPT

CLIENT: TINY AND SONS GLASS
TITLE: SANTA'S SLEIGH
PRODUCT: GLASS REPLACEMENT

LENGTH: 60-SECONDS
SFX: WINTER WINDS BLOWING
WRITER: BILL MALLIA

SANTA: TONIGHT IS TRULY ONE FOGGY CHRISTMAS EVE. WITH THIS CRACKED WINDSHIELD, HOW AM I EVER GOING TO GUIDE MY SLEIGH TONIGHT?

ELF: SILLY SANTA, THAT'S EASY. HAVE TINY AND SONS GLASS REPLACE IT FOR YOU! NOT ONLY CAN THEY REPLACE THE GLASS ON YOUR SLEIGH, BUT THEY MAKE AUTO GLASS REPLACEMENT EASY TOO. ALL THE GOOD BOYS AND GIRLS CAN BRING THEIR VEHICLES TO TINY AND SON'S SHOP AT FIVE SEVENTY-FIVE WASHINGTON STREET IN PEMBROKE OR CAPE AUTO, FIFTY-THREE SAMOSET STREET IN PLYMOUTH. THE PROFESSIONAL MOBILE TEAM WILL ALSO TRAVEL TO THEIR HOME, OFFICE, EVEN THE NORTH POLE - WHEREVER THEY'RE NEEDED TO CARRY OUT A GLASS REPAIR.

SANTA: THAT'S FANTASTIC NEWS! OH, HOW THE PEOPLE WILL LOVE TINY AND SONS GLASS. THEY'RE SURE TO SHOUT WITH GLEE, AND SINCE THEY'VE BEEN IN BUSINESS FOR FORTY YEARS, THEY'RE TRULY PART OF THE SOUTH SHORE'S HISTORY!

PETER: CALL-TO-ACTION