



Advertising Copy Samples

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Write Label | Radio & Television | National, Regional & Local Campaigns | 2019–2025

The following scripts were written and/or edited for radio and television advertising campaigns across national, regional, and local markets. Client names and identifying information have been redacted per NDA.

WEDDING APP / WEBSITE — National — :30 sec

VOICEOVER (FEMALE):

The I-do comes with too many to-dos. You can't wait for your wedding, but the stress of planning it all has you scattered, frazzled, and pulled in all sorts of directions.

Well, relax, and take a little time to work on your vows. Because [Client] dot com is here to rescue you from your I-do to-dos. [Client] is a one-stop website for all your wedding planning, from registries to invitations to personalized wedding website templates. [Client] has thought of it all. So say goodbye to the to-do's and hello to I-do.

MONTHLY GAME SUBSCRIPTION — National — :30 sec

VOICEOVER (MALE):

It might have been elementary, my dear Watson, but the mystery remains. And you must solve it. If you don't, someone — anyone — from around the world will. Every week, a new clue will arrive in your mailbox, and it's your detective skills that will be required to piece together the Victorian-era mystery. Visit [Client] dot com to get started. Can you solve the monthly mystery? If you can't, someone else will. Your inner Watson awaits.

SECURITY COMPANY — California — :30 sec

SOUND EFFECT: *Breaking glass*

VOICEOVER (MALE):

You've been robbed. Your home, your personal belongings, your family's keepsakes. And most importantly, your peace of mind. Don't become another statistic because you were an easy target. Let the security experts at [Client] Security Systems provide your security needs. Whether for home or office, [Client] Security is the most trusted security company in California. Since 1978, [Client] Security has been protecting twenty-four seven. From alarm systems to patrol cars to around-the-clock customer service, [Client] Security is committed to keeping you safe and your peace of mind intact. With alarm systems starting at three hundred and ninety-nine dollars, it has never been more affordable to secure the things important to you. Visit [Client] security dot com.

MEDICAL CARE — California — :30 sec

MUSIC BED: Soothing, meditative

VOICE DIRECTION: Confident but warm

VOICEOVER (FEMALE):

These days, medical care feels cold. But at [Client], medical care is human care. We provide individualized, nurturing, high-quality care to everyone regardless of ability to pay. With two locations and a third opening soon, [Client] is your neighborhood clinic, providing most of your medical care needs from children to the elderly and everyone in between. Visit [Client] dot com to book an appointment. Experience positive care like you haven't experienced before.

ERECTILE DYSFUNCTION CLINIC — Utah — :30 sec

VOICEOVER (MALE):

Guys, it's twenty-twenty. We need to talk. Some of you have decided if you ignore your erectile dysfunction, it'll go away. Some of you are too ashamed to talk to your doctor. And still others of you are relying on ED pills that cause nasty side effects. None of this is OK.

With over eighteen million men suffering from ED in the United States alone, there's got to be a better way. Well, there is! It's needle-free, surgery-free, drug-free, and side-effect free. A way to treat the root cause of ED, not just the symptoms. With the latest technology, [Client] is the only clinic in Utah to offer patients the True Pulse Protocol — combining radial shockwave and focused shockwave for one of the most comprehensive and effective treatments in the country. Call [Client] today to schedule your initial doctor exam and blood flow ultrasound — a three-hundred-dollar value, totally free.

SEAFOOD RESTAURANT — Alabama — :30 sec

VOICEOVER (MALE):

When you've been servin' seafood since nineteen fifty-eight, you're doin' somethin' right. For over sixty years, [Client] has been a fixture on the causeway, combining fresh local seafood, live music, a casual atmosphere, and cold beer. Home of the flamin' oyster, [Client] is an institution in Alabama. Open Tuesday through Sunday, there's always something happening at [Client]. Come on in and taste for yourself.

MUSIC STORE — Chicago — :30 sec

VOICEOVER (MALE):

Music makes the world go round, and at [Client], the world of instruments is at your fingertips. Chicago's own [Client] features eclectic instruments from around the world, not to mention supplies for your everyday music needs. Stop in today at their new location. Try your hand at a Tibetan singing bowl, sitars, giant gongs and so much more. [Client] — where the music of the world is at your fingertips.

BED & BREAKFAST — Utah — :30 sec

ANNOUNCER:

Experience old-world European elegance and hospitality at Utah's award-winning [Client]. Nestled in the hills of Midway, just a short twenty-minute drive from Park City, [Client] is the premier bed and breakfast for luxurious European accommodations and dining. With no detail overlooked, [Client] is the perfect getaway for a romantic retreat. Call today or visit [Client] dot com. Your taste of Europe in Utah awaits!

PLUMBING COMPANY — New Mexico — :60 sec

VOICEOVER (MALE):

Frozen pipes are a headache. Finding a plumber to repair them shouldn't be. [Client] has been serving the plumbing needs of the Albuquerque area for years and understands how frustrating your plumbing issues can be. Dial pound two fifty and say "I need a plumber," and you will be connected to [Client] — New Mexico's most trusted plumbing business. Family-owned and family-operated. Where quality and reliability meet.

Your choice of plumber is important, and who you choose — who you trust — to handle your plumbing issues shouldn't be decided in a panic. Choose the trusted plumbers at [Client] for peace of mind. Dial pound two fifty and say "I need a plumber." [Client] — where quality and reliability meet.