

Radio Spot #1: Regal Personal Assistants

Setting: 24 hour convenience store.

Woman #1: Wow! Mary! You look a bit frazzled. Is everything OK?

Woman #2: Well, I am shopping in a convenience store at 2 a.m., loading up on canned spaghetti and frozen pizza. What do YOU think?

Woman #1: What's going on?

Woman #2: You know I just started my new business. Things are going well, but it's a LOT of work. I feel like I'm neglecting my family, but a new business needs attention. So here I am!

Woman #1: You need help.

Woman #2: Volunteering?

Woman #1: No, I mean REAL help. Have you thought about hiring an assistant?

Woman #2: I can't afford to hire employees right now.

Woman #1: Nothing long term—just someone who can help pull you out of the weeds. When I got promoted last year, things got a bit crazy around the house. So I called Regal Personal Assistants. They specialize in serving busy professional women. Their motto is: We'll treat you like a Queen, even if you don't feel like one."

Woman #2: Sounds interesting. What did they do for you?

Woman #1: What didn't she do? Last month I needed her to do the laundry. Once, while I was away on a business trip, they sent someone over to help my son research colleges.

Woman #2: My goodness, it sounds like they can do anything.

Woman #1: They can. Just visit their website at www.TellUsWhatYouNeed.com fill out the Request Info form and you'll be on your way.

Woman # 2: I'm on it! Long live the Queen!

Radio Spot #2: Abe Body Spray for Men

Setting: Men's public restroom

Sounds: Door opening and closing. Footsteps.

Bob: Hey Jim!

Jim: Bob, how'd you know it was me? I just walked in the door! Are you peeping through the bathroom stall?

Bob: No. I could SMELL you coming.

Jim: Very funny. I guess that's your less than subtle way of telling me I have a problem with body odor.

Bob: More like a problem with your body spray. A bit strong isn't it? What're you using? Pesticide?

Jim: Very funny. Just something I picked up at the drugstore. I don't even remember the name.

Bob: Well, remember THIS name. Conquer Body Spray. You can find it in most department stores and barbershops. Strong, yet subtle. Even if you spray on too much—which is often the case with you—it doesn't overpower.

Jim: Come to think of it, I HAVE been getting some funny looks in the office lately.

Bob: I'll bet. In this economy we can't afford to do anything that will turn off the clients, or the boss.

Jim: Thanks Bob. You've probably saved my career.

Bob: Sure. Now, let's talk about those nose hairs...