

# SCRIPT — Radio Spot 30-second



Here's a Tip

## Frugal Fannie's Christmas Sale

Creative Director & Scriptwriter: Anne Schwab

AUDIO DETAILS	AUDIO
<p><b>Open:</b></p> <p><b>Audio:</b> woman calling for a taxi  <b>Audio:</b> ambient street noise  <b>Audio:</b> brakes squeal</p>	<p><b>Woman:</b> Taxi.</p>
<p><b>Audio:</b> car door slams</p>	<p><b>Woman:</b> Frugal Fannie's Fashion Warehouse as fast as you can.</p>
<p><b>Audio:</b> taxi driver speaks with Brooklyn accent</p>	<p><b>Taxi Driver:</b> Sure, Lady, by why ya takin' a suitcase to Frugal Fannie's? Goin' on a trip?</p> <p><b>Sound:</b> radio plays island music</p>
	<p><b>Woman:</b> Shopping at Frugal Fannie's is always a "trip" but now through December 24<sup>th</sup> every-day low prices are 40-70% below retail. Brand-name sportswear, gala, holiday and coats. So I'll fill my suitcase with great fashion buys and with the savings...I think I'll fly to the Islands!</p> <p><b>Sound:</b> island music swells</p>
<p><b>Audio:</b> ambient street noise  <b>Audio:</b> brakes squeal, door slams</p>	<p><b>Woman:</b> Stop, we're here.</p> <p><b>Sound:</b> island music fades</p>

<p><b>Audio:</b> ambient street noise</p>	<p><b>Woman:</b> Thanks for the ride, and here's a tip. Tell your wife about Frugal Fannie's below retail sale.</p>
<p><b>WRAP UP</b></p>	<p><b>Taxi Driver:</b> That's a tip? (pause) Hey, that <i>is</i> a tip! (he sings) In the middle of an island...</p> <p><b>Sound:</b> island music swells</p>