



SCRIPT — Radio Spot Retail 30-second

Rudolph, You're a *Deer*

Steven Windsor Men's Store

Maryland Management Company

Creative Director & Scriptwriter: Anne Schwab

AUDIO DETAILS	AUDIO
<p>Open:</p> <p>Sound Effects: sleigh bells, hooves, reindeer whinny</p>	
<p>Sound Effects: sleigh bells, hooves, reindeer whinny</p>	<p>Rudolph: Woo, boys. Wait here while I <i>prance</i> into the Steven Windsor Men's Store.</p>
<p>Sound Effects: inside the store, hooves</p>	<p>Rudolph: I always do my Christmas shopping for the fellows at the annual Steven Windsor Holiday Sale. The selection and service are right on the <i>nose</i>. (he giggles)</p>
<p>Sound Effects: inside the store and hooves</p>	<p>Salesperson: May I help you, Sir?</p>
<p>Sound Effects: inside the store and hooves</p>	<p>Rudolph: Yes, indeed. I'll take a Perry Ellis two button dress suit for Dasher...a Ralph Lauren tuxedo for Dancer...a ski sweater for Blitzen. A Calvin Klein leather bomber jacket will <i>jingle</i> Prancer's fancy. A Kenneth Cole topcoat for Comet. And for Cupid and Vixen, Levi jeans—two pairs each, of course. And with all the money I've saved at Steven Windsor, I'll treat myself to a Jones of New York blazer, and a really <i>high-collar</i> red shirt. (he laughs)</p>
	<p>Salesperson: Oh, Mr. Rudolph, you're such a <i>deer</i>.</p>
<p>WRAP UP</p> <p>Sound Effects: hooves, sleigh bells</p>	<p>Anncr: Trot on over to the Steven Windsor Men's Store annual Holiday Sale now through December 24th. Mention Rudolph's red nose and get another 10% off your purchase. (singing) Jingle bells, jingle bells...</p>