

SCRIPT



Radio Spot
Here's a Tip

Frugal Fannie's Christmas Sale

Creative Director & Scriptwriter: Anne Schwab

AUDIO DETAILS	AUDIO
<p>Open:</p> <p>Audio: woman calling for a taxi Audio: ambient street noise Audio: brakes squeal</p>	<p>Woman: Taxi.</p>
<p>Audio: car door slams</p>	<p>Woman: Frugal Fannie's Fashion Warehouse as fast as you can.</p>
<p>Audio: taxi driver speaks with Brooklyn accent</p>	<p>Taxi Driver: Sure, Lady, by why ya takin' a suitcase to Frugal Fannie's? Goin' on a trip?</p> <p>Sound: radio plays island music</p>
	<p>Woman: Shopping at Frugal Fannie's is always a "trip" but now through December 24th 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>Sound: island music swells</p>
<p>Audio: ambient street noise Audio: brakes squeal, door slams</p>	<p>Woman: Stop, we're here.</p> <p>Sound: island music fades</p>

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