

# SCRIPT



Radio Spot  
Good Bet Riding  
**Jockey® International Inc.**  
Macy's  
Creative Director & Scriptwriter: Anne Schwab

AUDIO DETAILS	AUDIO
<p><b>Open:</b></p> <p><b>Audio:</b> horses running on a track throughout the spot</p> <p><b>Audio:</b> crowd cheering</p>	<p><i>[CUE MUSIC]</i></p> <p><b>Voiceover:</b> You've got a good bet riding on Jockey® brand men's underwear sale at Macy's.</p>
	<p><b>Voiceover:</b> It's a sure bet. Now through April 1, put your money on Jockey® brand men's underwear to "win" and bring home a first-place refund of \$10.</p>
	<p><b>Voiceover:</b> Just purchase any combination of the Classic Brief, the Midway, Boxers, Power Knit T-shirts, V-Neck T-shirt, and Athletic Shirt.</p>
	<p><b>Voiceover:</b> Make a minimum purchase of \$50 and you're off and running on the Jockey® brand men's underwear \$10 refund.</p>
<p><b>WRAP UP</b></p>	<p><b>Voiceover:</b> So get on the right track and head to Macy's for the annual Jockey® brand men's underwear sale.</p>
<p><b>Audio:</b> crowd loudly cheering</p>	<p><b>Voiceover:</b> The race is on in Men's Furnishings, all stores.</p>