

Radio Spot

Richard Williamson • Fort Myers, FL

This is a radio spot for a dental group that offers a revolutionary tooth whitening product.

Specs: :60 radio spot

Quick paced spot, contrasting voices.

WOMAN [UPBEAT, PERKY, A LITTLE INTENSE SOUNDING]

Alright, Mr. Jones, we just need to get some employment history. What was your last job?

MAN [FLAT VOICE, LIKE BEN STEIN]

Radio

WOMAN

Before that?

MAN

Radio

WOMAN

You prefer to work in radio, then?

MAN

Well, I have a face made for radio.

WOMAN

You don't say...

MAN

No, I don't. Other people do. You see, it's my teeth. They're, well...

WOMAN

Dingy

MAN

Yes. And sort of...

WOMAN

Yellow.

MAN

Too much coffee and soda.

WOMAN

Smoker?

MAN

Used to be.

WOMAN

You need to see Drs. Delgado and Feeney at Bonita-Estero Dental.

MAN

Are they hiring?

WOMAN

No! They have a fabulous new process for turning ugly yellow teeth like yours into a set of pearly whites.

MAN

But I am a little afraid of dentists.

WOMAN

Afraid? Doctors Feeney and Delgado use only the very best, state-of-the-art technology to help ensure the most comfortable dentistry possible. Gentle cleaning systems. Drill-less fillings. Computerized painkilling technology. Even "virtual reality" glasses for TV or video viewing while they make your teeth as white as they can be.

Call them at 948-4886 and make your teeth something to smile about.

MAN

948-4886...Hey, maybe I will make the move to television.

WOMAN

Um, we need to talk about that hair first...