

The Radio Producers
A Multiple Award-Winning Radio Commercial Production Company

Overview:

A fledgling independent 5 location used car dealership throughout the South Florid tri-county area hired The Bamboo Agency to create, write and produce a multi-spot radio campaign. The key selling points of this “local” dealership are emphasized in the bullet points below, followed by the three vignette spots produced by the agency reflecting messaging geared exclusively to the clients’ desired demographic and target audience. Client reported sales increased 20% in the first month, 25% in 2nd month, 30% by the third month.

- * Price/Special: \$499 down, plus tax and tag on every single car.
- * Main issue: Affordable and dependable automobiles
- * Main issue: Financing -- weekly, bi-weekly or monthly payment and credit plans available.
- * Most extensive Warranties in South Florida -- details?
- * Refurbishment Center--every car receives a 99 point detail inspection--inside and out...

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Market/Audience

- * The Dealership for People with D Credit
 - Divorced -- women and men / single mothers
 - Bankruptcy--business problems, Second Cars
 - Market -- hospitality industry--hotel, restaurant & bar workers

With five locations throughout Dade, Broward and Plam Beach Counties, Car Plaza is South Florida's largest used independently owned car franchise.

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Client: Car Plaza
Spot Title: "Bad Hand"

Media: Radio
Length: :60

Annrcr: Has bankruptcy, divorce or other circumstances damaged your credit and possibly your ability to buy a car?!? 5.5

Annrcr: Maybe life's dealt you a **bad hand** recently, but that doesn't mean you have to get a **bad deal** on a car. 4.5

Music sting, etc/transition to:

Male 1: *(with an antagonistic edge)* Your credit report shows your payments have been late. :03.25 (reverb late)

Female 2: *(sweet/stammering)* Yes, well, you see...:03

Male 1: *(mean and antagonistic)* No, you see...we'll **let** you buy this car...but you'll have to put down 20%...:07 *(echo the 20% --he laughs maniacally)*

Transition back to Annrcr:

Annrcr: At Car Plaza we know life's not always a bed of roses, but that won't stop you from picking the perfect car for only \$499 dollars down, plus tax and tag, on any vehicle. :10

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Annrcr: With *five* locations throughout Dade, Broward and Palm Beach Counties, Car Plaza **is** one of South Florida's largest used car dealerships. :07

Annrcr: Car Plaza, \$499 dollars down, plus tax and tag on any vehicle! :05.5

Annrcr: Life may not always be fair...:02.25

(Cut back to the Male 1, replay his maniacal laugh on the 20% down) :02

Annrcr (Music: intro pleasant/happy music) But Car Plaza people treat you right...enjoy the difference. (annrcr/disclaimer)

For a Car Plaza near you call Call 1-800-308-9026 , that's Call 1-800-308-9026

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Client: Car Plaza
Spot: "Restaurant"

Media: Radio
Length: :60

SFX: car sputters to a dead halt. A second car pulls up, door opens.

Man: Howdy mam, look like ya got car problems.

Female: The darn thing just stopped.

Man: (SFX: lifts hood, tinkers around)

Your engine's shot, this car is dead...Can I give'ya a lift?

SFX: Door opens--b.g. restaurant ambiance

Female 2: (*cheery*) Hey Louise, how'are ya?!

Female 1: (*sad*) Not too good Charlene, my car just died and I need a new one.

Female 2: That's terrible.

Female 1: You have no idea, since my divorce, my credit's shot, I'll never be able to buy a car.

Female 2: Oh yes you will, I just bought a great car from Car Plaza for only \$499 down, plus tax and tag and they gave me a weekly payment plan.

Female 1: Car Plaza, huh?!

Male/Annrcr: With five locations throughout Dade, Broward and Palm Beach Counties, Car Plaza is one of South Florida's largest independently owned used car dealerships. Weekly, bi-weekly and monthly payment and finance plans are available on all vehicles with only \$499 dollars down, plus tax and tag. :15

SFX: Door opens/B.g./restaurant ambiance

Female 2: Hey Louise, how'ya doin' today?

Female 1: Just great Charlene, and so is my new car from Car Plaza...

Annrcr: Car Plaza...enjoy the difference (annrcr/disclaimer)... Call 1-800-308-9026, that's 1-800-308-9026

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Client: Car Plaza

Media: Radio

Spot: "Construction Workers"

Length: :60

SFX: A construction site, hammering, sawing, etc.

Man 1: Yo, Boone, thro' me that 2 by...

Man 2: So, Mike, how'd your date go last night...

Man 1: It didn't, car problems...

Man 2: Again...

SFX: A car pulls up; horn honks.

Man 2: Hey, Mike, is that Dave in that car?

SFX: Car door opens. (possibly muffled rap or rock music plays as the car pulls up)

Man 3: Hey, you hammer heads, check out my new wheels.

Man 1: Dave, how'd **you** get a new car?

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Man 3: Car Plaza, and it's not new, it's used. All their cars goes through this incredible refurbishment center.

Man 2: I thought your divorce and that bankruptcy messed up your credit?!

Man 3: It did, but lucky for me Car Plaza finances practically anyone and I only had to put down \$499, plus tax and tag.

Female/AnnCR: With five locations throughout Dade, Broward and Palm Beach Counties, Car Plaza **is** one of South Florida's largest independent used car dealerships. Weekly, bi-weekly and monthly payment and finance plans are available on all vehicles with only \$499 dollars down, plus tax and tag.

SFX: A construction site, hammering, sawing, etc.

Man 2: Hey, Dave, thro' me that 2 by...

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SFX: A car pulls up; horn honks.

Man 3: Hey, Boone, is that Mike in that car?

SFX: Car door opens.

Man 1: Hey, you hammer heads, check out my new wheels.

Man 2: Mike, how'd you get a new car?

Female/AnnCR: Car Plaza, Car Plaza people treat you right...Enjoy the difference...Call 1-800-308-9026, Call 1-800-308-9026