

Radio Script (sample only - not actually used)

Client: Pier House Resort and Spa

Product: Resort/Spa Accommodation

Item: :30 sec. radio spot

Title: Dress Code Enforced

SFX: BACKGROUND NOISE OF A TROPICAL RESORT HOTEL LOBBY (2 seconds)

CHECK-IN STAFF: [Voice of a laid-back older man] Hey kid, what can I do for ya? Nice tie, by the way.

SFX: BACKGROUND SOUND FADES DOWN TO ALMOST ZERO VOLUME

UPTIGHT GUEST: Hi, uh, thanks. We're the Smiths and we'd like to check in. Are the sheets neatly pressed?

CIS: Yep.

UPTIGHT GUEST: [Speaking speed increases and sounds more anxious]
Are there mints on the pillows? Are the shampoo, conditioner and shower gel neatly lined up on the edge of the bathtub? Is the juice at the breakfast buffet chilled below room temperature?

CIS: You bet.

UPTIGHT GUEST: And what about dinner? There's a dress code, right? Formal perhaps?

CIS: Absolutely. And we enforce it. So you won't be needing ... this.

SFX: SOUND OF SCISSORS SNIPPING OFF A TIE.

SFX: SINGLE GULP SOUND MADE BY GUEST

UPTIGHT GUEST: [Nervous voice] My tie!

ANNOUNCER # 1: Pier House Hotels and Resorts. Let yourself go!

BASED ON:

