

(1) Radio - British Meat Pork Quality Standard

A RANGE OF VOICES, DIFFERENT SEXES & AGES, REPRESENTING GENERAL SHOPPING PUBLIC

NO. 1 : "Tasty."

NO. 2 : "Tender."

NO. 3 : "Satisfying."

NO. 4 : "Nutritious."

NO. 5 : "Versatile."

NO. 6 : "Wholesome."

MAIN V/O : That's what people say when they talk about British pork.

ANOTHER MIXTURE OF VOICES, A LITTLE MORE FORMAL / OFFICIAL BUT STILL FRIENDLY

NO. 8 : "Responsibly produced."

NO. 9 : "Humanely treated."

NO. 10: "Welfare protected."

NO. 11: "Safety assured."

NO. 12: "Quality guaranteed."

MAIN V/O : That's what we say when we talk about The British Meat Quality Standard Mark.

“PUBLIC” ALL

TOGETHER : “For delicious pork from a responsible source, look for the Mark.”

MAIN V/O : The British Meat Quality Standard Mark for pork. More than just words.
Pick up a leaflet in store.

More Ads >>>

(2) Radio - Coldseal

SCENARIO : A MATEY CONSUMER ADVICE PROGRAMME, WITH MALE AND FEMALE
“DOUBLE ACT”.

JOHN : Welcome to this week’s “Consumer Choice.” Now there are two ways to look for replacement windows and doors or a new conservatory for your home. Isn’t that right Jane ?

JANE : It certainly is, John. The first way, you open up Yellow Pages.

JOHN : Starting with Aardvark Windows, and ending-

JANE : -26 pages later-

JOHN : - with Zebedee Conservatories. But how do you choose ? The one with the biggest advert?

JANE : Which may well be the most expensive.

JOHN : The one with that’s been established the longest ?

JANE : Who may not be trying so hard any more.

JOHN : The one with the best picture of a little man and his van ?

JANE : Ah, isn’t he cute ?

JOHN : Or the one with a nice photo of a bay window in someone’s house?

JANE : Which isn’t your house.

JOHN : Alternatively you just pick up the phone.

JANE : And dial 0800 221155.

JOHN : Which puts you through to Coldseal.

JANE : Who give you choice, quality and value backed by experience and great customer service.

JOHN : Ring Coldseal now. For the very best in windows, doors and conservatories.

JANE : 0800 221155.

JOHN : Why aren't they all as easy as this, Jane ?

JANE : 'Cos they're not all Coldseal, John.

ends

TV Ads >>>>

TENNIS COURT. BIG CROWD ATMOS. **WOMAN PLAYER** ANXIOUSLY WAITS TO RECEIVE SERVE.

SUE BARKER IS WATCHING FROM THE SIDE AND TALKS TO CAMERA.

CUT BETWEEN HER AND ACTION.

AS EACH BALL ARRIVES AND THE WOMAN GOES TO PLAY IT, ANOTHER BALL COMES STRAIGHT OVER INTO THE OPPOSITE COURT. SHE RUNS BACK AND FORTH TRYING TO HIT ALL OF THEM, BUT MISSES EVERY ONE.

SUE (T/C):

(BALL 1)

1. Do you have problems owing money to different companies ?

(BALL 2)

2. Do your repayment demands seem to come all at once ?

(BALL 3,4,5 & 6)

3. Car loan, bank loan, credit card, store card, one after the other ?

PLAYER STAGGERS, EXHAUSTED.

SUE HOLDS UP A BALL WITH "OPAL" ON IT.

4. Well now there's a simple solution.

SHE HOLDS THE BALL UP TO OFFER IT TO THE PLAYER, LIKE A BALL-GIRL. THE WOMAN SMILES AND NODS. SUE BOUNCES IT TO HER.

WOMAN SERVES AND PLAYS A RALLY, HITTING EACH SHOT WELL.

FROM THIS POINT, A "TICKER TAPE" LINE RUNS ALONG THE BOTTOM OF THE SCREEN, LIKE THE SPORTS NEWS UPDATES :

Competitive rates and affordable repayments ... Self-employed ... Homeowners with little or no equity ... Poor credit history, CCJ's, arrears ...No application, set-up or legal fees...

(ALTERNATIVELY, THE CAPTIONS CAN RUN DOWN ONE SIDE WITH A SPLIT-SCREEN, AGAIN LIKE THE SIMULTANEOUS SPORTS BROADCASTS)

SUE (V/O) :

(SHOT1)

5. With Opal Finance, you can use the money for any purpose.

(SHOT 2)

6. Choose how much you want to borrow and for how long.

(SHOT 3)

7. With one affordable monthly repayment.

(SHOT 4)

8. And you can borrow up to 25% more than the value of your house, less any outstanding mortgage.

WOMAN HITS THE WINNING SHOT. SUE CONGRATULATES HER WITH A HUG.

OPAL LOGO / PHONE NO. ETC COMES ON SCREEN.

SUE (V/O) :

9. Manage your money better with OPAL Finance. Call 0800 xxxxxxxx today.

Opal The Friendly Finance Company.

ENDS.

Another Ad >>>

60-second version

Frames 1-5

With today's busy lifestyles...

Even doing the things we love can be a strain sometimes.

Frames 6 -10

Which makes the need to relax and unwind so essential.

The Therapy Bath is ideal for people with limited mobility. You can lie back and enjoy the luxury of bathtime once again.

Frames 11 –14 (Music under "Three steps to heaven")

With its soothing hydrotherapy bubbles, the Therapy Bath is the nearest thing to heaven.

Step 1 - Step in

Step 2 - Sit down and press the button

Step 3 - Relax – ease those tired limbs and aching joints, and soothe away the cares of the day.

Frames 15-17

Why not treat yourself to the comforting, pampering experience of The Therapy Bath ?

It's proven to relieve muscle spasms, improve joint mobility and ease pain.

And the warm, gentle hydrotherapy helps you to feel so relaxed and refreshed

Frame 18

... you can enjoy doing all the things you love most.

Frames 19-20

Your family will agree ... with simple, no-fuss installation and colour matching to your existing suite and tiling, The Therapy Bath makes a very wise investment.

Frames 21-22

You'll enjoy a better lifestyle, and bathtime will be a treat to look forward to once again !

The Therapy Bath – the most enjoyable bath ever.

Call 0800 000000 today for details

30-second version

Frames 1-5

Today's busy lifestyles...

Can be very demanding

Frames 6 -10

Which makes the need to relax and unwind so essential.

Frames 11 –14 (Music under "Three steps to heaven")

The Therapy Bath is the nearest thing to heaven.

Step 1 - Step in

Step 2 - Sit down and press the button

Step 3 - Relax – while millions of soothing hydrotherapy bubbles ease away the cares of the day.

Frames 15-17

The luxurious Therapy Bath is proven to improve joint mobility and ease pain.

Frame 18

... Helping you to enjoy doing the things you love most.

Frames 19-20

Your family will agree ...with an improved lifestyle, the Therapy Bath is a very wise investment indeed.

Frames 21-22

The Therapy Bath – the most enjoyable bath ever.

Call 0800 000000 today for details

ENDS