



## **Damon Crane – Copywriting**

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### **A word about radio commercials**

Most radio commercials fail because they are too wrapped up in trying to entertain the listener instead of selling the product.

The end result is often contrived and cheesy advertising that relies too much on humour and comes across as hyperbolic and false.

The youthful ABC1 audience that represents Pavilions' target market sees through advertising gimmicks like no other demographic. Their listening habits are different too. They consume the medium of radio as 'background' – which means they generally listen to the radio whilst doing something else (driving, exercise, housework, etc).

Because this is an integrated campaign we felt it was important to take the gentle humour of the press advertising and use this in a focused way to hammer home the Pavilions' benefits and competitive differentiator (currently the new look and the food).

### **Tone of voice**

What you say is important, how you say it is critical...which is why tone of voice is important, and why we chose to go with a single announcer. The delivery style will be halfway between a confessional style and a conventional announcement, delivered in a measured but upbeat manner.

Our voice will be a professional female in her late 20s/early 30s (young mum or free and single), with a hint of local accent – thus representing the younger, more affluent and aspirational middle England audience. Her personal attributes: Confident, enthusiastic, sensible and warm. (NB: it's been proven conclusively that for retail advertising female voices are more effective than male.)

### **Radio scripts**

#### **1. Shopping (92 words)**

They say money doesn't buy you happiness – although *that* depends where you go shopping.

The new-look Pavilions has everything you need to make Xmas shopping fun again. It's packed with fabulous fashion, music and homecare from all your old favourites, plus a few news ones – all set in a beautiful environment, topped off with something *really* different: The country's biggest and most delicious food loft.



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So what are you waiting for? Eat, shop, indulge and be merry at the new Pavilions.

Open Monday to Saturday 9 until 7, Sundays 11 until 4.

(ends)

### **2. Shop til you drop (95 words)**

(SFX of shopping bags thudding) There's *no need* to shop 'til you drop this Xmas.

When you've emptied your wallet at the new-look Pavilions you can fill up on an amazing selection of treats at our fabulous food loft...the biggest and most delicious in the country.

Then, once you've recharged your batteries, it's back to the brightest and best names in fashion, music and homecare for all your Christmas gifts.

Don't take our word for it. Eat, shop, indulge and be merry at the new Pavilions.

Open Monday to Saturday 9 until 7, Sundays 11 until 4.

(ends)

### **3. Shopaholics (98 words)**

We'd like to interrupt this broadcast with some important news for shopaholics.

The new-look Pavilions centre is now open, offering an irresistible selection of Christmas fashions, music, and things for the home from retailers old and new. It's all set in a beautiful environment with a unique food loft: Full of delicious fare, and without a plastic knife or fork in sight.

It's the best festive retail therapy around. But don't take our word for it. Eat, shop, indulge - and be merry - at the new Pavilions.

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### **4. Footfall offer (95 words)**

Is 5,000 your lucky number?

When you come to the new-look Pavilions this week you could win £500 *just for coming shopping.*

That's the prize we're offering to the 5,000<sup>th</sup> person through the door *every week* between now and Christmas.

For the lucky winner, it's enough to take care of all your Christmas presents for another year. And if you lose out, you can always do a little shopping, have a bite to eat...and try again next week!

Eat, shop, indulge - and be merry - at the new Pavilions.

Open Monday to Saturday 9 until 7, Sundays 11 until 4.

(ends)