

COPYWHIZ

LANNY UDELL | COPY DRIVEN MARKETING

SHOE TOWN – RADIO :60

“WORLD OF FLATS”

FANFARE

PAIGE: Mr. Christopher Columbus!

CHRIS: Oh, Queen Isabella...

ISABELLA: Chris, where on earth have you been?

CHRIS: Oh, around...I just came back from a great sale.

ISABELLA: I know, you discovered America.

CHRIS: No, I discovered the world is flat.

ISABELLA: What?

CHRIS: I mean I discovered a world of flats...on sale at Shoe Town, for only 19.99

ISABELLA: Ohhh, that is a great sale. Well, what did you bring me?

CHRIS: Designer flats in all the latest colors. Here, hand me your foot.

ISABELLA: Ohhhh, leather...

CHRIS: This is the latest look in the colonies, Iz...

ISABELLA: Chris, there are no colonies yet.

CHRIS: Oh, details, details.

ANNCR: Now through Saturday, save up to 50% on designer leather flats at Shoe Town.

CHRIS: Ferdinand's gonna love your new flats, now you won't be taller than he...Iz.

MUSIC BUTTON.