

RADIO COPY

ACCOUNT NAME:

TAVA (INTRO ENDORSEMENT)

Details/Notes
to reader
about this
work sample:

WRITTEN BY MARIAM WILLIAMS IN THE
YEAR 2008 FOR ON-AIR PERSONALITY
SARAH JORDAN, WDJX, A TOP-40
STATION

PROPERTY OF MAIN LINE
BROADCASTING

1 -- HEY THIS IS SARAH JORDAN, AND I'M HERE TO INTRODUCE TO YOU
2 -- TAVA, THE COOL NEW, ZERO-CALORIE, CAFFEINE FREE SPARKLING
3 -- BEVERAGE. I KNOW, I KNOW ... NO CALORIES, NO CAFFEINE ...
:10 4 -- YOU'RE NOT BIG ON DIET DRINKS, AND YOU KIND OF LIKE YOUR
5 -- KICK IN THE MORNING. BUT TAVA'S NOT A DIET DRINK, AND AS
6 -- FOR YOUR SLOW MORNINGS, TRY GIVING YOUR TASTEBUDS A KICK!
7 -- TAVA FEATURES UNIQUE FLAVOR BLENDS ENHANCED WITH VITAMINS
8 -- AND IMAGINATION. WHAT DO I MEAN? WELL, TAVA CONTAINS
9 --
:30 10 -- VITAMIN E, WHICH ACTS AS AN ANTIOXIDANT, AND VITAMIN B6,
11 -- WHICH HELPS YOUR IMMUNE SYSTEM. AND AS FOR IMAGINATION ...
12 -- JUST TRY THE BLEND OF BLACK CHERRY AND CITRUS IN
13 -- MEDITERRANEAN FIESTA; THE TROPICAL BERRY BLEND OF TAHITIAN
14 -- TAMURE; OR THE PASSION FRUIT LIME BLEND OF BRAZILIAN SAMBA
15 -- AND SEE WHERE TAVA TAKES YOU. TAVA IS AVAILABLE IN STORES
16 -- NOW IN SINGLE SERVE BOTTLES OR FOUR-PACK CANS IN THREE
17 -- DELICIOUS FLAVOR BLENDS. SO STOP BY YOUR LOCAL RETAILER
18 -- AND TRY NEW TAVA TODAY! ZERO CALORIES, CAFFEINE FREE,
19 -- VITAMIN-ENHANCED, AND A TASTE THAT WILL TAKE YOU PLACES.
20 --
:60 21 -- TAVA ... DISCOVER A NEW WORLD OF FLAVOR.