

SIUE Advertising
Dunham Hall, Radio Studio 131
Edwardsville, Illinois
BROADCAST DEPARTMENT

CLIENT: Coca-Cola
PRODUCT: Coke Zero
WRITER: Melanie Meyer
LENGTH: 60

SFX: SLIDING DOORS OPEN

SFX: FOOTSTEPS ENTER DOOR

MX: QUIET AMBIENT RESTAURANT MUZAK [UP AND UNDER]

CASHIER: Hi, can I help you?

YOUNG FEMALE CUSTOMER: Yeah, I think I'll have a chef salad
and a Coke Zero. I'm trying to count calories.

CASHIER: Sure, no problem.

SFX: CASH REGISTER RINGS

SFX: ICE AND SODA BEING POURED INTO A GLASS

CASHIER: Here's your salad and your Coke Zero.

SFX: SLURPING SOUNDS LIKE SODA THROUGH A STRAW

CUSTOMER: Um, excuse me. I ordered a Coke Zero.

CASHIER: Yes...

CUSTOMER: But this is a regular Coke.

CASHIER: No, that is a Coke Zero. It just tastes so much
like regular Coke that sometimes it's hard to tell the
difference.

CUSTOMER (doubting Cashier's word): But Coke Zero doesn't
have any calories. How can no calories taste this good?

Seriously, just give me a Coke Zero.

CASHIER: I am serious, but here, try a regular Coke and see for yourself.

SFX: ICE AND SODA BEING POURED INTO A GLASS

SFX: SLURPING SOUND AGAIN

CUSTOMER (elated): Wow, they really do taste the same! I can enjoy great Coke taste and still stay on my diet! I'm impressed!

ANNOUNCER: Coke Zero. All the taste. None of the Calories. Are you ready to make the change?

MX: FADE

Radio Commercial style notes to Mass Comm. students:

ABBREVIATION: NAT SND=Natural Sound;

BASIC RULES: Use Courier font, 12 point, justify all copy flush left. Every full line, with your Microsoft Word ruler set at zero and 6 1/2, times out to about five seconds. Double-space copy for easier editing and reading. Spell difficult to pronounce names phonetically in parenthesis following the name. e.g., Rio de Janeiro (Reeo-day-jen-AIR-oh), and put the emphasized syllable of the name in ALL CAPS. Put all audio and technical cues in caps to avoid accidental on-air reading. Provide running times for natural sound.