

# Radio



# Campaigns

## CMG Digital “Got A Guy”

### Spot 1: Dentist

Liam: Oww.

Dale: What’s wrong?

Liam: Tooth’s bothering me. Think I need a root canal.

Dale: Oh, I got a guy for that.

Liam: A dentist?

Dale: No... but he’s real cheap...

Liam: Uhhhh

VO: Trust the experts for the important stuff. Cox Media Group has proven success with digital advertising for your Houston business. Houston Marketing Matters dot com.

### Spot 2: Mechanic

(car noises, engine failing)

Deb: Yikes.

Alec: (frustrated) Pretty sure I need a new transmission.

Deb: Oh, I got a guy for that.

Alec: A mechanic?

Deb: Well, no. But he’s real cheap!

Alec: Uhhh.

VO: Trust the experts for the important stuff. Cox Media Group has proven success with digital advertising for your Houston business. Houston Marketing Matters dot com.

# "I Am"

## Spot 1: Mom

VO: Hi... it's me. You know me, right?

(creepy whisper) I AM The New 93Q.

I know you too. And I SEE you. Kickin' butt at the carpool. Runnin' hard on the treadmill. Keepin' it all together. The dugout mom. room mom,... *tired* mom. You're a GREAT mom. Don't ever doubt it, not even for a minute. I wanna say THANK YOU for doing all the thankless jobs. And thanks for listening to me, and letting me keep you company. I'm The New 93Q, and I love you, mom.

## Spot 2: Dad

VO: Hi... it's me. You know me, right?

(creepy whisper) I AM The New 93Q.

I know you too. And I SEE you. Workin' hard to provide for your family. You show your kids every day how a 'real man' is both tough... yet gentle. I see you with that toddler on your shoulders, even though your back's gonna hurt tonight. You teach them how to cast a pole... throw a ball. But YOU KNOW... they teach you to be better too. Thanks for bringing me with you on those long rides, and for all the fatherly wisdom mixed in with your quirky dad jokes. I'm The New 93Q, and I love you, dad.

## Spot 3: Hard Worker

VO: Hi... it's me. You know me, right?

(creepy whisper) I AM The New 93Q.

I know you too. And I SEE you. Leaving early to beat the traffic. (traffic sfx) Sometimes it works, sometimes... well... Staying late for that project. That overtime. That hope for a better future. The longest days of your life. I wanna say THANK YOU for working so hard. It really will pay off, trust me. Just... remember to enjoy the ride. And thanks for listening to me along the way. I'm The New 93Q, and I'm always here for you.

## Spot 4: Military

VO: Hi... it's me. You know me, right?

(creepy whisper) I AM The New 93Q.

I know you too. And I SEE you. How that uniform is so much more than a job. The pride in your country, it shows in everything you do. Every sacrifice you make. No matter how long ago, your service is a big part of who you are, and how lucky we are to have you. I understand when you want to talk about it, and also when you don't. I see the heart and humility of a true public servant. I'm honored that you choose to listen to me during those morning runs. I'm The New 93Q, and I thank you for your service.

## Local Solutions “Digital Myths”

### Spot 1: I’m Local

VO: Time for another round of Digital Myth-Busting with Houston Business owners!  
Contestant #1:

Bob: I don't need to advertise on the internet, I'm a local company, I just need customers in Houston, not world-wide.

(buzzer sound)

VO: Your local customers spend several hours a day on the web and social media! Through precise targeting, CMG Local Solutions can use digital advertising to reach the people right here in Houston who are searching for your products and services! The success of your business depends on digital! Get your company in front of the right people with CMG local solutions dot com. That’s CMG local solutions dot com.

### Spot 2: Website

VO: Time for another round of Digital Myth-Busting with Houston Business owners!  
Contestant #2:

Betty: My store has a really nice website. That’s all we need.

(buzzer sound)

VO: A nice website is like a tree falling in the woods when no one is there to hear it... does it make a sound? Is your website generating sales for your business? The experts at Local Solutions can get your website at the top of the right search terms, and in front of potential customers who are searching for your products and services! The success of your business depends on digital! Get your company in front of the right people with CMG local solutions dot com. That’s CMG local solutions dot com.