

Client Name: Zinszer Cookie & Bakery
Spot Title: Apple Craze
August 2007
WQME 98.7 FM
Exec: Gerald Longenbaugh
Written by: Monique Morosko

AD:
Dates: 9/3/07-9/14/07
AV #: C2858
Music:
Length: 60
Talent:

Production note: The teacher is supposed to sound stern.

NARRATOR:

THE FIRST DAY OF THE SCHOOL YEAR HAS BEGUN AND LITTLE BOBBY HAS A ZINSZER'S STRATEGY.

TEACHER: GOOD MORNING CLASS. PLEASE FIND A SEAT SO WE CAN GET STARTED. QUICKLY! QUICKLY!

NARRATOR: AS THE GRUMPY TEACHER TURNS, BOBBY RUNS TO THE DESK AND LAYS DOWN A RED APPLE LOLLIPOP COOKIE AND SLYLY RETURNS TO HIS SEAT AS THE TEACHER FACES THE CLASS.

TEACHER: WHAT'S THIS? (intrigued) IT LOOKS LIKE AN APPLE BUT IT'S A COOKIE.
(stern voice) WHO GAVE ME THIS?

NARRATOR: BOBBY RAISES HIS HAND AND SMILES INNOCENTLY. THE TEACHER SLOWLY SMILES BACK. VICTORY IS HIS FOR TODAY. LUCKILY FOR BOBBY, SEPTEMBER IS APPLE MONTH AT ZINSZER'S AND HE HAS MANY MORE DAYS AND OPTIONS TO WIN THE FAVOR OF HIS BELOVED TEACHER. HE WILL SAVE THE BEST FOR LAST WITH ZINSZER'S APPLE CRISP COOKIE OF THE MONTH. HE CAN EVEN BUY A DOZEN COOKIES AND GET SIX FREE TO COMPLETE HIS PLAN. ZINSZER COOKIES & BAKERY. 2245 NORTH BROADWAY IN ANDERSON. TO PLACE AN ORDER CALL 765-644-00-10. BE THE APPLE OF YOUR TEACHER'S EYE.