



Radio Commercial

WRITER	TITLE	SSE FL 60	VERSION
DATE	LENGTH	:60	STATUS
OFFICE	CLIENT		VEHICLE Full-Line
JOB NUMBER	ISCI CODE		STUDIO
PRODUCER	MUSIC/SINGER		VOICE TALENT

ANNC (VO): This summer...

ESCAPE FRIEND: So what's the plan?

ANNC (VO): Ford brings you thrilling adventure...

COWBOY: You're gonna need this.

ANNC (VO): Heroic performance...

FUSION HERO: We've gotta get outta here.

ANNC (VO): And heart-pounding action.

FUSION HEROIN: They can't catch us.

ANNC (VO): The Ford Summer Spectacular...

POLICE COMMISSIONER: He's the best chance we've got.

ANNC (VO): Featuring blockbuster deals on Ford cars, trucks, SUVs and crossovers.

ESCAPE FRIEND: This is awesome!

ANNC (VO): Experience EcoBoost technology...

FOCUS GIRLFRIEND (VO): Don't worry. We'll just drive until the sun comes up.

ANNC (VO): ...And Ford fuel economy that beats Toyota in every segment they compete.

FIESTA DRIVER: Do you realize we've barely used any gas?

FIESTA FRIEND: That's good, because I barely have any money...

ANNC (VO): Don't miss the Ford Summer Spectacular.

ESCAPE HERO: So are you in...or out?

ESCAPE FRIEND: I'm in.

ANNC (VO): Now playing at (Dealer Name).

ANNC (VO): Based on highest EPA fuel economy for 2013 vehicles in each segment.