

Production:
Client:

Coming Home Radio Ad
Shoe Fly Shoes

Writer:
Date:

Stephen Palmer
11/2/10

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Shoe Fly Shoes “Coming Home”
(60 sec.)

ANNCR: You know the feeling of coming home? That’s how we make your feet feel.

“Feet” voice *Mommy!*

SFX:
(high-pitched,
“chipmunked”
voices to represent
feet)

ANNCR: They sigh as they cozy into custom-shaped shoes.

SFX: *Finally!*

ANNCR: They snuggle into the contours. They bask in the softness.

SFX: *Ahhhh...*

ANNCR: They get massaged as you walk.

SFX: *Yummy!*

ANNCR: And they whine every time you take your shoes off.

SFX: *Take us back home!*

ANNCR: The shoes you find at Shoe Fly aren’t ordinary—they’re like custom-built homes for your feet.

SFX: *Just for us?*

ANNCR: Our digital foot analysis uses patented technology with three thousand seven hundred forty four sensors to display your foot size, arch type, and pressure points.

SFX: *Holy cow!*

ANNCR: We then select your perfect fit from our vast inventory. Your feet have *never* felt so pampered—especially if they’re suffering in generic department-store shoes.

SFX: *Ain’t that the truth!*

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ANNCR: And your back will praise the high heavens that you *finally* solved the root problem.

SFX: *Hallelujah!*

ANNCR: Do *your* feet ache for a custom home?

SFX: *Pick me! Pick me!*

ANNCR: Come into Shoe Fly for your free digital foot analysis. In Harrisburg on Rt. 22 & Colonial, or on Jonestown Road. Bring your feet home.

SFX: *Please?*