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Copywriting Sample

Kellogg's/Price Chopper Supermarkets :60

(reporter. Sfx: sirens, helicopters, etc) Live from Old MacDonald's Farm, where in the barn Old MacDonald has been taken hostage (*sfx: MOO*) by the cows! Yes, you heard me right! The cows are upset about Price Chopper's milk discount with purchase of Kellogg's cereal. Sheriff Robert's had this to say: (*sheriff: change of background sound, as going to tape*)

First off, the cows tell us Old MacDonald's fine - and they'll release him when Price Chopper calls off this ridiculous scheme (*turn, then leans back to microphone*) that's their words, not mine!

(background back to "live". Reporter:) Mrs. MacDonald - any word?

(female, distressed) He's always been so nice. He warmed his hands before milking. I just hope they'll negotiate a release.

(background indicates action, reporter:) Oh, Wait a second, (*pause*) it appears the talks have broken off ... wait! YES - the cows are in shackles, Old MacDonald is free! *(female in background "Oh honey, honey .. sheriff coming to address press, reporter shouts out over sheriff calming press corps)* Sheriff, Sheriff Roberts - is there a settlement?

(sheriff at podium) The cows have freed Old MacDonald after Price Chopper agreed to end the milk discount November 14th. If ya purchase two boxes of Kellogg's cereal at Price Chopper by November 14th, you can get a coupon for a dollar off Price Chopper milk by mail.

(reporter) Wonderful news. *(background sfx fade away)* Old MacDonald is safe ... but will the farm ever be the same? *(slight sadness)* Only time will tell. Back to you.