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Copywriting Sample

SeaComm FCU/Holiday Cash :60

SFX: 1) Balloon blow up, SFX: 2) Air out of balloon, several versions, SFX: 3) all air out of balloon, SFX: 4) Balloon stretch, SFX: 5) Child laugh.

Let's say this balloon (sfx 4) represents your budget. In goes your paycheck (sfx 1), and out go the credit cards bills (sfx 2), the car payments (sfx 2), the food (sfx 3) , the ... you understand all to well. Now, the holidays are here (sfx 5), and you just can't see how to keep a little air in the balloon for the kids. SeaComm Federal Credit Union. Now this is not to say SeaComm is full of hot air, but they can breathe a little life into your budget, with a 9 point 99 A P R Holiday Loan. You can apply right now, just dial 1-800-764-****, the application takes less than 5 minutes, and you can take up to 9 months to repay. Ensure this holiday is full (sfx 1) of good times and wonderful memories, (sfx 5) call SeaComm for the Holiday Loan. 1-800-764-****. 1-800-764-****.

ANNC: Apply for a SeaComm Federal Credit Union holiday loan at our 9 point 99 annual percentage rate. Rates and terms are determined by overall credit history. Different Rates may apply. SeaComm Federal Credit Union is an Equal housing Lender insured by the National Credit Union Administration. Other restrictions may apply.