

BOSTON MAJOR MARKET RADIO ADVERTISEMENT SCRIPT

CLIENT: DAVE FISHER RESTAURANTS
TITLE: DAVES DINER SUMMER
BRANDING

PRODUCT: RESTAURANT
LENGTH: 30-SECONDS
WRITER: BILL MALLIA

THE HAPPY DAYS OF SUMMER HAVE RETURNED TO DAVE'S DINER IN MIDDLEBORO! WITH THEIR CLASSIC STAINLESS-STEEL DINER GLISTENING IN THE SUN, EVERY DAY IS THE PERFECT DAY TO SOCK HOP BACK INTO THE NINETEEN FIFTIES AND JUMP INTO DAVE'S HUGE BREAKFAST, LUNCH, AND DINNER MENU. ENJOY HOT SPECIALS OR FROSTY CREAM FLOATS IN DAVE'S CLASSIC AMERICAN DINER CAR OR OUTSIDE ON THEIR OPEN-AIR PATIO.

DAVE'S DINER, WHERE YOU CAN EAT IN OR TAKE OUT, IS EASY TO GET TO AND THERE'S PLENTY OF PARKING. LOOK FOR DAVE'S ON ROUTE TWENTY-EIGHT, ONE MILE SOUTH OF THE MIDDLEBORO ROTARY AND ONLINE AT DAVES DASH DINER DOT COM.