

# **BOSTON MAJOR MARKET RADIO ADVERTISEMENT SCRIPT**

CLIENT: WISHBONES PET BOUTIQUE & BARKERY    LENGTH: 30-SECONDS  
TITLE: WB DOG INTERVIEW 1                      WRITER: BILL MALLIA  
PRODUCT: PET SUPPLY & GROOMER

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CONNER: I'M HITTING THE STREETS TODAY TO ASK REAL DOGS WHAT THEY THINK ABOUT WISHBONES PET BOUTIQUE AND BARKERY. EXCUSE ME, WHAT DO YOU LIKE THE MOST ABOUT WISHBONES? IS IT THE FOOD, FUN, OR TREATS?

*SFX: DOG BARK*

DEB:            ACTUALLY, IT'S THEIR BRILLIANT SELECTION OF COLLARS. I'M PARTICULAR ABOUT WHAT I WEAR, AND I LOVE THEIR BRIGHT DESIGNS THAT RANGE FROM TRADITIONAL TO SPORTY. ALL MY FRIENDS AT THE TOWN WATER BOWL ARE TALKING ABOUT MY NEW FASHIONS!

CONNER: WELL, THERE YOU HAVE IT. REAL REASONS FROM A REAL DOG TO VISIT WISHBONES PET BOUTIQUE AND BARKERY, RIGHT IN MERCHANTS SQUARE IN HANOVER AND ON FRONT STREET IN SCITUATE.