

BOSTON MAJOR MARKET RADIO ADVERTISEMENT SCRIPT

CLIENT: WISHBONES PET BOUTIQUE & BARKERY LENGTH: 30-SECONDS
TITLE: WB DOG INTERVIEW 2 WRITER: BILL MALLIA
PRODUCT: PET SUPPLY & GROOMER

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?

SFX: DOG BARKING

PAT: THERE'S NOTHING LIKE CREATIVE DOG TREATS TO GET MY WHOLE
BODY WAGGING, WHICH IS WHY I'M A FAN OF WISHBONES
"BARKERY." DOG COOKIES THAT ARE HANDCRAFTED AND LOCALLY
MADE FROM INGREDIENTS THAT ARE HEALTHY AND
NUTRITIOUS...OH, MY. DID I JUST DROOL ON YOU?

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.