

# **BOSTON MAJOR MARKET RADIO ADVERTISEMENT SCRIPT**

CLIENT: WISHBONES PET BOUTIQUE & BARKERY    LENGTH: 30-SECONDS  
TITLE: WB DOG INTERVIEW 3                      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*

BILL: WELL, I GOTTA BE HONEST. MY IDEA OF A BATH IS A MUD BATH, BUT WISHBONES' SPA IS RUN BY THE "BEST OF BOSTON" GROOMING WINNER. EVERY TIME I GO THERE, I COME HOME LOOKING AND SMELLING SO DARN GREAT THAT...OO, SQUIRREL!

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.