

Radio

Client: Gardel Pet Shop

Run Length: 30 seconds

Vx1: Male actor

Father in his early thirties. He's a typical, beleaguered parent with a child begging for a pet. He was resistant to the idea of getting a hamster because he imagined it being a hassle. He was proven wrong by Gardel Pet Shop. Line delivery should be as though Mike is explaining to his buddy why he now loves pets (conversational and rapid storytelling). Mike is a changed man.

Spot 1008: "Mike's Daughter's Hamster: July-Sept Small Pets"

(Vx1: Male actor.)

Vx1: My daughter's been begging me for a hamster. But, I never grew up with hamsters and gerbils all that stuff, so I'm outta my league. So, we go to Gardel Pet Shop in Owen Sound—it's on the sunset strip—and the staff shows us everything we need—the whole set up from the cage to food to the little exercise wheel-thingy. Now my daughter has Reggie the teddy bear hamster. She's happy! Reggie's happy! I'm happy! I get it now—We love pets, and so does Gardel Pet Shop.