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JMC 318/9
Radio ad copy — First Draft
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Product: Joe's Guns and Stuff

Client: Joe's Guns and Stuff

Title: Hunt With Us

Writer: Liesinger

Headline: Everything Hunting — From Your Family

Length: 30 seconds

Source

Announcer 1

Announcer 2

Announcer 1

Announcer 2

Announcer 1

Audio

(Up-beat music) Going hunting this weekend? Are you prepared?

I don't know a thing about hunting.

(Military voice) Well you are in luck, Joe's Guns and Stuff has you loaded with everything you need.

At Joe's Guns and Stuff, you are our family, and we will set you up with advice, knowledge, guns and ammo that work for you.

Be safe with family by your side.

Drive to 410 Roostertail Drive today.

I call shotgun!