

Sample #1 - BelVita Radio Spot



Podcast: Smartless

Product: BelVita breakfast cookie

Client: BelVita

Title: Hey! I'm your friend BelVita

Writer: Julia Kopyt

Length: 60 seconds

Source

YOUNG FEMALE

Audio

Hi there! You probably wonder who I am? Well I'm there with you every step of the way. I'm there with you when you wake up in the morning.

(SFX: The sound of an alarm clock)

I'm here when you get ready to school or work or anything else you need to get ready for. I'm there when you are sad. I'm there when you are angry. I'm there when you are excited, when you are scared, when you are in the rush and when you are chilling. When you are with friends

(SFX: Sound of group of people talking in the background)

or when you are alone. I'm there with you at the beach

(SFX: Sound of the waves)

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I'm with you in the mountains. I'm there during a break up

(SFX: Someone crying in the background)

and before your first date.

(SFX: Sound of a door bell)

I'm there when you're losing your mind stuck in the traffic.

(SFX: Sound of honking)

You think you know who I am? I am your friend, your support. I'm not just a snack. I'm Belvita. I'm your Belvita, a yummy cookie in various flavors, closed in a small packaging, which allows me to be everywhere with you every step of the way. If you don't know me, get to know me. I think we would be pretty cool friends.

ANNOUNCER

Visit belvita.com to learn more about me.

YOUNG FEMALE

UGHH can't wait to create memories together!