CLIENT: Flynnigans

LENGTH: 60 seconds

TITLE: “Any and Every Occasion”

COPYWRITER: Steven Kochenower

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| MUSIC: | “These Boots Were Made for Walking” Nancy Sinatra Jr. …FADE UNDER TO ANNCR |
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| ANNCR: | Ever feel like you have nothing to wear? Do you feel like you can’t find any shoes to match that perfect outfit? Sounds like you’re not shopping in the right stores. Try Flynnigan’s! At Flynnigan’s we offer today’s hottest style shoes for any and every occasion. Our store is color coordinated to help you find just what you and your friends are looking for. And Flynnigan’s doesn’t just offer shoes! We carry jewelry, purses and many other uniques accessories. Plus, check out our saleroom for great shoes at a lower price. At Flynnigan’s we’re here to help you with your shoe shopping needs and wants. Stop by today in the Lakeview Point Shopping Center behind the Texas Roadhouse. We’re sure we’ll have what you’re looking for. |
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Creative Strategy: The creative strategy of the pitch radio spot is to highlight Flynnigan’s unique features and draw the target audience into the store by asking them questions that they ask themselves like, “Why can’t I find anything to match?”

Radio Stations: The “Any and Every Occasion” radio spot would be appropriate for almost all radio stations. Two specific stations might be 105.5, a local country station, and 103.1, a Tulsa-based pop and top 40 station. These two stations hold a large percentage of the target audience for the store.