CLIENT: Flynnigan’s

LENGTH: :60

TITLE: “Fashionably Late”

COPYWRITER: Steven Kochenower

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| SFX: | OPEN TO SOUND OF SINGLE CHIME DOORBELL RINGING |
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| SFX: | FOOTSTEPS WALKING DOWN HALL AND DOOR OPENING |
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| SARAH: | Hey Jessica! You look great! |
|  |  |
| JESSICA: | Thanks! Your dress is beautiful! But where are your shoes? |
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| SARAH: | I don’t know…I can’t find any shoes that match this dress. I might have to change again before we go to the party. |
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| JESSICA: | No! That dress looks great on you! Let’s go to Flynnigan’s! They have tons of shoes and they’re all matched up by color so you can find the perfect shoes to match your outfit. |
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| SARAH: | Really? Well if I get the shoes, then I have to get a purse to match too… |
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| JESSICA: | No prob! Flynnigan’s has a lot of purses and jewelry. |
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| SARAH: | All right, let’s go. |
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| JESSICA: | To the party? |
|  |  |
| SARAH: | No! To Flynnigan’s! |
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| ANNCR: | Be fashionably late and stop by Flynnigan’s! With shoes for every style you’re sure to find something you’ll like. Come visit us in the Lakeview Point Shopping Center behind Texas Roadhouse! |
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Creative Strategy: The creative strategy of this ad would be to show a real life situation that the target audience can identify with. It highlights the stores unique feature and creates imagery.

Radio Stations: The “Fashionably Late” 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.