**Commercial – radio**

(conversational)

You just received a happy birthday text from your Gramma. Sure your birthday was weeks ago, but she signed it LOL, which she helpfully pointed out means, lots of love. But wait a minute … she’s *typing freaking texts*. Which means there’s gotta be something newer out there. Something that isn’t all the rage yet at retirement homes. That something is YouChat.

YouChat is a free phone app with cool features like hold-to-talk, video call, group chat, and more. With hold-to-talk you can leave a voice message so you don’t have to text while you’re driving. YouChat lets you connect with friends your way – text, voice, or video … all in the same app.

Download YouChat today and start acting your age.

YouChat, the new way to connect.

Commercial – Radio (1 role) (118 words)

(energetic yet non-announcery, enthusiastic and friendly)

Think all the big financial institutions have the best benefits and services? Think again! At Horizon Credit Union, we don’t think bigger is necessarily better. We don’t have a big corporate headquarters, or lots of branch offices – heck, we don’t even have a drive up window! But what we do have will save you plenty of money over the life of your car loan or mortgage, on a Visa card, or on a home equity loan. We’ve got free checking, and traditional investment accounts including IRAs and CDs! Wanna know more about making your money work smarter? Good … because at Horizon Credit Union, the first thing we’ll teach you is that small … is a beautiful thing!

**Commercial – TV (credit union)**

All over Omaha, people are saving an average of one thousand dollars with Federal Credit Union’s “Switch to Save” program.

In fifteen minutes, Federal will look for ways to lower your auto loan and credit card rates. If you’re approved, but they can’t lower at least one, you’ll get Twenty Five dollars.

Check us out for “Switch to Save Saturday,” this Saturday from Ten a.m. to Two p.m. at any of our six area branches.

Come in for a cup of coffee, a pastry, and a chance to win weekly prizes, all while saving money.

Learn more about “Switch to Save” at Federal-dot-org. Loans subject to credit approval.

Federal Credit Union. Bank on Trust.

**Commercial – radio**

(Announcer: sounds like a principal over the school P.A.)

Attention New Yorkers. Since 1985, New York Lottery players

have contributed more than 21 billion dollars to your

children’s education. That’s more than a billion a year since 2000.

That money has gone to buy textbooks, classroom supplies,

computers and more. From kindergarten all the way to the

state university system.

Visit nylottery.com to see how Lottery funds support your

local schools. When New Yorkers play, schools win.

Also, today’s lunch will be sloppy joes.

LEGAL: NEW YORK LOTTERY. MUST BE 18 OR OLDER TO PLAY.

Commercial – Radio (one role) (183 words)

(casual, confiding tone; the narrator is the product itself)

When I look around at how business uses video conferencing, I see problems. Small groups have nowhere to meet. Those big, expensive video conference rooms? Always overbooked.

Some groups resort to huddling around the camera on a notebook PC. That’s a little too cozy ...

But one thing is clear. Something must be done and I’m just the one to do it. Me, the Teleconference champion.

… with HD video and a professional feature-list all-in-one….

So small groups can be seen *and* heard.

People might say “Whoa, that is some amazing desk bling.” And I am, but I’m also amazingly affordable.

So you’ll be seeing lots of me all around the office. In small meeting rooms …

… individual offices … cubes, anywhere. I work on virtually any desktop video conference and UC platform. No proprietary and expensive system to set up.

I bring a touch of class to the personal video conference. Even for the technically challenged. We know who they are.

So it’s official: the small group video conference has arrived…. everywhere.   
  
My work here is done.

The Teleconference champion, from Techtronics.

Commercial – Radio (2 roles)

(Jill: professional, helpful; Dave: stressed out; both 30s – 40s)

Jill: Hi, Dave. It’s Jill from Datacenter Care.

Dave: Sorry Jill, I can’t talk now. We’re having an   
issue with a new Web service in Asia. Oh, boy, this is a real mess.

Jill: That’s why I’m calling. We’ve got some   
answers for you.

Dave: Really? Tell me more.

Jill: We thought it was a server issue, so we   
contacted your operator in Asia and   
everything checked out fine. But we did detect a configuration issue with your web software. We verified it with the software provider.

Dave: Hmm. We did have some issues with that, but we thought it was fixed.

Jill: There’s more. Some of the servers from   
different vendors were behind in their firmware   
updates—so that just added to your problem.   
But since you flagged the systems as   
“critical” in your Datacenter Care profile, we bumped up their priority. If anybody knows   
how tough interoperability issues can be, it’s us.

Dave: Wow, thanks. You just saved us a lot of   
trouble.

Annc: Don’t let server issues cripple your business. Call the datacenter specialists, at   
1-800-big-data to find out how we can help keep your data infrastructure up and running.

**Commercial – TV**

(relaxed, friendly, conversational, non-announcer)

Now, get an auto, home, or life insurance quote from the auto club and we’ll thank you with a free duffle bag for your travels. Free duffle bag, free quote, and a worry-free vacation—that’s insurance the auto club way. Visit any auto club branch, call 1-800-autoclub today or visit autoclub-dot-com-slash-travel.

Commercial – TV

(thoughtful, contemplative)

It’s not just a paved surface with lines.

It’s a place to do something unique. To compete, yes. To win, yes. But also to find that place where your mind and your body can shape your own reality.

Ignore the boundaries. Discard the rules. And see the game through your own eyes.

Stop worrying about playing within the lines . . .

And start painting your own.

Commercial – TV (announcer)

(announcer, slightly intense, confident, 30s – 40s)

As a normal everyday college football fan, you can’t control what happens on the field.  
  
But that doesn’t mean you don’t have any control at all.  
   
It’s a proven fact that yelling at the TV during games makes your team perform better.  
   
Punch a hole in your wall? You might as well have kicked a game-winning field goal.  
   
Throw the remote? Touchdown!  
   
But it takes strength to make a difference.  
   
That’s why we make Protein-Plus. Every 12-ounce bottle helps give you the power to make a difference this season.