

AIR DATE:

Client: The UPS Store
Product: Printing Services
Title: Doer
Length: :60
Rev #:
Date:
Job #:
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ISCI #:
V/O Talent:
Music:
Singer:
Producer:
Master:

ANNCR: 30-40 year old male, any race, conversational tone with a bit of authority, not overly polished.

This John Corbett or Michael Broderick.

EMPLOYEE: One male, one female, 25-40 years old, any race, represents the voice of the The UPS Store, must be helpful and knowledgeable without sounding too selly (ALEX, BOB, SHAUNA, STEVE on scripts.) Friendly tone is key.

NICK: 25-35 year old male, any race, blue-collar, friendly, confident, conversational, not announcer-y

NICK: My name's Nick. I'm a doer. Always have been. Which is probably why I started my own landscaping business. I specialize in plant-driven design. I do azaleas. I do lavender shrubs. I even do banana plants. One thing I don't do? Sales and promotional materials.

ALEX: My name's Alex. And I work at The UPS Store, helping doers, like Nick, do..well, whatever it is that they do. Or, in Nick's case, whatever they *don't* do, like color tri-fold brochures, laminated promotional materials, even professionally printed business cards. Nick just swings by the store or uploads his files online and I take it from there. So, while he's out there making miracles happen in the brush, I'm making a little magic of my own.

ANNCR: Help with logistics. That's what you're *really* getting when you visit one of the 4,300 convenient locations of The UPS Store. It's fast. It's easy. And it helps you achieve more of whatever it is that you do (or don't do).

SFX: CELL PHONE RINGS.

NICK: What do you know? Looks like logistics just helped me win another piece of business.

HE IS HEARD TAKING THE CALL IN THE BACKGROUND AS WE FADE BACK TO OUR ANNOUNCER...

ANNCR: Doers, like Nick...they love logistics. Visit theupsstore.com today to find a store near you and see what logistics can help you accomplish.