

M/F

**BASKIN ROBBINS ANNOUNCER 2013
TV**

SPEC:

MALE VO: We're not looking for quirky or funny. He should have an effortlessly manly voice that is direct and powerful. Not overly announcery or affected. Direct and punchy, but not mechanical or "scientific". Middle-aged sounding.

FEMALE VO: The same, but effortlessly womanly. Direct and punchy, and not too overly-sexy.

SCRIPT:

Delicious, decadent ingredients.

Endless ice cream possibilities.

And personalized sweet nothings

Conversation heart cakes.

This Valentine's Day at Baskins-Robbins.