

ARCO Unique Formula

Specs:

CONSUMER / "UNIQUE FORMULA" / Male or Female / All Ethnicities / 30-50

It's not as important to pay attention to the age range , but rather the quality. These voices should embody the typical sound of these characters — but played with lots of enthusiasm.

SUIT / "UNIQUE FORMULA" / Male or Female / All Ethnicities / 30-50

It's not as important to pay attention to the age range , but rather the quality. These voices should embody the typical sound of these characters — but played with lots of enthusiasm.

INSTITUTE / Male or Female / All Ethnicities / 38-60

It's not as important to pay attention to the age range , but rather the quality. This character should be someone who speaks with authority on the Institute's behalf. Should not sound like a typical radio announcer. This person will become the "voice" of the Institute in all spots. So ultimately, should be likeable...

These spots are funny but we are not necessarily looking for stand-up comedians. They are playing it straight, but the spots are funny. We are all in on the joke that there is not a real straight up gas institute. The folks will be sincere, yet energetic. Enthusiastic, but not cheerleaders. Straight up, not comedy store.

ARCO "Unique Formula" :30

① INSTITUTE: Here at the ARCO Straight Up Gas Institute, we've hired the world's top scientists to create our unique formula of gas...

② Scientist: Behold my gas genius!

INSTITUTE: ... We then presented the discoveries to the rest of our team.

Suit: Yes, yes, we like.

INSTITUTE: So, to cover our...

Suit: (clears throat) Assets

INSTITUTE: ...we tested our findings with consumers.

Consumer: Gas should always be like this!

INSTITUTE: Our big breakthrough? Good gas + less cash. Everyone wants quality gas that's usually five to 10 cents less per gallon. So that's our unique formula.

Consumer: That's gastacular.

INSTITUTE: ARCO. Straight up gas.

Legal: Based on independent retail price survey. See ARCO.com for details.