

Client: Olay
Product: Simply Olay
Title: Zombie Mornings
Length: :60
Writer: Adrian Patenaude
Medium: Radio

MUSIC: THEME--UP. ESTABLISH. CONTINUE UNDER AFTER 3 SECONDS.
VOLUME SHOULD NOT INTERFERE WITH NARRATION.

ANNCR: Ever feel like a zombie in the morning?

MUSIC: DRAMATIC HORROR FILM INTRO.

SOUND: THUNDER CLASHES. A ZOMBIE MOANS.

ANNCR: Does your reflection in the mirror scare the crap outta
you?

MUSIC: HORROR SUSPENSE MUSIC

SOUND: ZOMBIE GROANS. WOMAN SCREAMS.

ANNCR: Are you relying on legal drugs to get you out of bed?

SOUND: COFFEE PERCOLATING.

ZOMBIE: Coffee...

ANNCR: Sounds like your morning ritual isn't working.

ZOMBIE: Huh...?

ANNCR: You need something more powerful, enough to wash off the
scent of death.

MUSIC: MUSIC BECOMES MORE LIGHT-HEARTED HERE, DEPARTING A LITTLE FROM THE HORROR FILM THEME.

ANNCR: Introducing: Simply Olay Invigorate Body Wash...

SOUND: SHOWER STARTS RUNNING.

ANNCR: ...with a blast of pomegranate that can resurrect even the foulest morning zombies.

SOUND: ZOMBIE "ARGH" TURNS INTO A WOMAN'S CONTENTED "AHHH..."

ANNCR: This Halloween, keep the undead un-undead with Simply Olay Invigorate Body Wash. Available at retailers near you.