

# JENNIFER BRASINGTON

p 513.602.0038 | je.brasington@gmail.com | www.sunnyvillezoo.com/portfolio

## COPYWRITING SAMPLES SHORT FORM - HUMOROUS

### **Holiday Toys Kroger**

May the Force be with you. Be prepared for Storm Troopers and Jawas with your very own working Lightsaber, just \$9.99 in your choice of Rebel Green or Dark Side Red [read like a disclaimer:] Lightsaber is for entertainment purposes only. Lightsaber will not actually protect you in a battle against the Sith Lord. Please use The Force responsibly. This is the lightsaber you are looking for.

### **Dibs Ice Cream**

(Male Announcer) (No Music) The following message is brought to you by TrueNorth: (pause) (music up)

Male: Hey babe, I betcha I can eat this ice cream with both hands behind my back.

Female: Ew, I don't want to clean that up. I'll get you a spoon.

Male: But it's Nestle Dibs ice cream. It's poppable, tossable ice cream bites covered in crunchy chocolate coating.

Female: Did you say chocolate? Mmmm, hey look, no hands!

Male Announcer: Pick up a delectable box of Nestle Dibs Vanilla Crunch ice cream in our freezer section, 2 for 5 dollars, here at True North.

### **Speedy Stop Fishing Gear**

Man1: Did you know Speedy Stop has the best fishing gear in Port O'Conor?

Man2: Holy mackerel! Speedy Stop? That scampi true.

Man1: Reel-y.

Man2: I can't believe what I'm herring.

Man1: Shell I say it again? Speedy Stop carries the best names in fishing gear, including Waterloo Rods, Shimano Reels, Hookset Wade Gear, Gulp Baits, Fresh Frozen Bait and more.

Man2: And the Bass beer for my cooler?

Man1: (slight pause) You said that on porpoise. It's Speedy Stop! And craft beer, snacks, sunscreen, everything you need for a great day on the water.

Man2: Water we waiting for? Let's get fishing!

### **Drink milk - stay in shape**

(Male Announcer voice) (No music) The following message is brought to you by the American Dairy Association of Indiana: (pause)

Male announcer: Studies suggest that enjoying 3 servings of low -at or fat-free milk, cheese or yogurt each day can help maintain a healthy weight. [say in a lowered voice] Let's find out. Meet the Morgans. Jill has been getting her dairy every day, gardening and taking long walks with their dog, Bruno. Bob has been sitting on the couch watching TV and eating cheese doodles.

Bob: [says in an offended voice] Hey, cheese is dairy.

Jill: Cheese doodles aren't.

Bob: What makes you such an expert?

Jill: I've been getting in my 3 servings of dairy a day, exercising, and my clothes fit better than ever.

Bob: You do look great.

Jill: I even have more energy.

Bob: Oh yeah? Prove it.

Jill: I'll race you to the mailbox and back.

Bob: (scoffs) But that's all the way down the driveway.

Jill: On your mark,

Bob: Hey!

Jill: Get set,

Bob: No fair! I'm stuck in the couch cushions.

Jill: Go!

[SFX: scrambling sounds like running (Bob: Oof!) and trying to get out of the couch]

Male announcer: As you can see, 3 servings of dairy a day *can* help maintain a healthy weight. Get your dairy. Get attention.

### **Diabetes Youth Foundation**

Female: Can you eat a gigantic ice cream sundae and help children with diabetes at the same time?

Male: [*tentatively*] Maybe if you hold my napkin.

Female: Of course you can. At the 23<sup>rd</sup> Annual American Dairy Association Ice Cream Social on the Circle, anyone can help. Join us Friday, July 13th from 11am til 2pm at Monument Circle Downtown. Purchase a giant ice cream sundae, scooped by some of the area's favorite celebrities, for only \$3 and benefit the Diabetes Youth Foundation of Indiana. Eat ice cream. Help kids.

### **American Dairy Association Indy 500**

(Male Announcer) The following message is brought to you by the American Dairy Association of Indiana:

[SFX: Hissing snakes and tail rattles]

[Announcer voice sounding all scary and sinister] The Snake Pit – known worldwide the party to end all parties at the Indy 500. Filled with live music, DJ's, dancing, photo booths and -- milk? (said as if talking to the director) Um... I think there's a typo. This says milk?

(pause as if hearing the director). Really? Okay, if you say so.

(Back to sinister voice) photo booths and milk. Keep your body fueled til the end of the race with ice-cold chocolate milk. While all those other guys are guzzling energy drinks, you won't be crashing.

### **Valentine's Day Dairy**

Male: Happy Valentine's Day, honey!

Female: Oh sweetie, you shouldn't have. [say skeptically] Um...what's this?

Male: Greek yogurt. Only the best for my sweetheart.

Female: Where are my truffles?

Male: Greek yogurt is packed with calcium and twice the protein to keep you healthy and strong. Plus, the probiotics in yogurt help you feel great, and vitamin B12 promotes brain function. When you think about it, I'm actually giving you the gift of a lifetime.

Female: And look, and it's chocolate flavored! I love you.

Announcer: Greek yogurt is perfect for Valentine's day, or any day. Loaded with nutrients, loaded with rich, decadent flavors – you'll fall in love with Greek yogurt.