

PORTFOLIO of COPY TESTS:

Brief # 1: Adlite Domestic Security Systems Solution # 1 Time: 45 seconds

Scene: Dentist's surgery or similar (need a good echo).

German:
(threateningly, but tongue-in-cheek)
"So, is it safe?"

Sound FX:
Food-mixer, accompanied by screams of laughter ("Oh, don't") from supposedly helpless victim.

Scottish Victim:
(breathless, as if squirming, and with a very broad Glaswegian accent)
"Yes. Absolutely. It's behind a comprehensive alarm system fitted by a man who seemed to know what he was doing."

Male German:
(sniffily, unimpressed)
"I asked is it safe?"

Sound FX:
Bread is pushed into toaster, followed by titterish screams, followed by bread popping up.

Scottish Victim:
(momentarily relived, and rather desperately)
"No, it's not. Sure, it's got closed circuit television and door entry systems. But getting past them would be easy-peasy."

Male German:
(exasperated)
"But is it safe?"

Sound FX :
Heavy-duty pneumatic road-drill, accompanied by guffaws.

Scottish Victim:
(in desperation, as if doesn't know the answer)
"You tell me! It's protected by Adlite."

Sound FX :
Tools dropped.

German:
(sighing, relievedly)
" Curses! Adlite. ... It's safe."

Female German:

(closing)

"If you haven't already heard a freely-given personal recommendation like this, Adlite Domestic Security Systems will answer your questions. Call them on *****."

Brief # 2: CARPETS and CARPETS Solution #1 Time: 45 seconds

The treatment in a nutshell involves a spoof McDonalds radio-station call-in ad (in effect the carpet salesman's revenge). No, McDonald's wouldn't sue!

DJ DES:

“And here's another brilliantly-original money-saving idea donated by one of our listeners and sponsored by Carpets & Carpets of Bradford. Take it away caller on line 13.”

BLUEBOTTLE TYPE on LINE 13:

“Yes, Desmond. I've a brilliant wheeze to save money on radio adverts. Anybody can use it, even hard-up multinational burger chains. All you do is pinch somebody else's whappy ideas - viz suggesting folks strap carpet tiles to their feet (in an attempt to simulate the unbridled luxury of wall-to-wall carpeting) - and then pass these ideas off as your own. It'll save you a fortune in royalties. And you can spend the money you save ...”

DJ DES:
(disparagingly)

...

“on burgers?”

BLUEBOTTLE TYPE on LINE 13:

“Not exactly. I was thinking of maybe a nice little handmade oriental rug with ...”

(perhaps carried away with detail)

DJ DES:
(cutting him short)

“Right! I can see where you're coming from, caller.”

ANNOUNCEMENT:
(with cheapo rip-off jingle):

“That was another money-saving idea brought to you by courtesy of Carpets and Carpets of Bradford, a company which makes no bones about blatantly ripping off other people's ads if it keeps their prices down.”

Brief # 3:

HUDDERSFIELD YAMAHA Solution #1 Time: 45 seconds

The treatment in a nutshell involves a bit of lateral thinking. The ad is presented as a rambling advert by a North Country character (suggest the guy who plays Greengrass in 'Heartbeat', formerly Selwyn Froggit, whose name escapes me for the moment)

NAFF SOUND FX JINGLE:

(Japanese voice accompanying Koto)

"Greengrass, Greengrass if your Yamaha's smashed."

REENGRASS:

(with engaging stutter and pleasant but unbusinesslike manner)

"So your Yamaha motorbike is off the road, and you need parts. Well how about ordering them from me? I'm pretty reliable. And fairly local. And there's a good chance that I can get you any thingummyjig -whatchecallems in a few days or so. You see if I can't."

(then, less sure of himself, grudgingly)

"Or I suppose you can always go to Huddersfield Yamaha, if my word's not good enough for you. But there'll be a price to pay for all this progress!"

NAFF SOUND FX JINGLE:

(Japanese voice accompanying Koto)

"Greengrass, Greengrass, if your Yamaha's smashed."

REENGRASS:

(triumphantly)

"Huddersfield Yamaha. Just try asking them to find you a nice fat pheasant when you want one."

Brief # 4: The Blood Transfusion Service Solution # 1 Time: 20 seconds

SOUND FX:

Music. Snatch of Tina Turner's 'We Don't Need Another Hero' as ' You Don't Have to be a Hero'.

VOICE 1:

"Blood. It saves lives. Pass it on."

SOUND FX:

Silence.

VOICE 2:

"You'll reach the Blood Transfusion Service on 0800 66 88 99."

Brief # 4: The Blood Transfusion Service Solution # 2 Time: 20 seconds

SOUND FX:

Noisy sucking through a straw, as at McDonalds.

VOICE:

“Call the Blood Transfusion Service on 0800 66 88 99. Come on! It’s only give and take!”

Brief # 4: The Blood Transfusion Service Solution # 3 Time: 30 seconds

SOUND FX:

“It could be you ...” (pillaged from the National Lottery, but with words - especially ‘you’ - distorted through a sound-box to give it the flavour of a death-knell) “... who needs blood next”.

VOICE:

“Forget the National Lottery. Because it doesn’t take a mathematical genius to work out that you’re more likely to find yourself in an NHS bed and needing a blood transfusion next week than you are to be getting a smacker from Carole Smiley. Or the next best thing: winning the rollover jackpot.

Life is just a lottery. If you want to ensure somebody else wins it, call the Blood Transfusion Service on 0800 66 88 99.”

Brief # 4: The Blood Transfusion Service Solution #4 Time: 10 seconds.

VOICE:

“If you’re man enough to stand a pint for somebody you’ll never even meet, call the Blood Transfusion Service on 0800 66 88 99.”

Brief # 5: Gloucester Alpine

Solution # 1 Time: a tight 50 seconds

SOUND FX:

Swish of skis performing stem christianas.

SOUND FX:

Music a la Ski Sunday

VOICE:

(candidly)

"Until quite recently we *wouldn't* have blamed you for *not* wanting to visit us at the Gloucester Alpine dry ski slope. Because we'd be the first to admit that it was never so easy to find for first-timers. And - if you could find it - it was, shall we say, a *bit* of a let-down.

(upbeat)

But all that has changed, because not only has the facility undergone a major refurbishment but it's also so well sign-posted now that, well, you could find it ..."

SOUND FX:

Canned howling wind, suddenly cut.

VOICE:

(somehow disparagingly)

"... in a blizzard. If you wanted.

(upbeat)

But the *real* beauty of Gloucester Alpine is that ..."

SOUND FX:

Birds chirruping

VOICE:

(conspiratorially)

"... it's open all Summer long too. So it's like having a glacier on your doorstep. And, if you've never tried fair-weather skiing, you *haven't* lived."

SOUND FX:

Cow-bells and cries of "Hop Schweiz".

VOICE:

(down-to-business)

How much does it cost? Not as much as you'd think. Because, even if you opt for an all-inclusive package which provides you with your own personal ski-instructor, it'll only cost you a tenner an hour. There are concessionary prices too. And right now there's no charge for teachers, youth leaders, or mums. In fact absolutely anyone ..."

SOUND FX:

Alpine horn.

VOICE:
(sotto voce)

"... carrying an Alpine horn.

(wrapping up)

Gloucester Alpine. It's worth breaking a leg for."

Brief # 6: INTERCITY APEX

Solution #1 Time: 30 seconds

The treatment in a nutshell involves an appeal to look ahead to book tickets. Simply that.

SOUND FX:

'Train' by Leo Sayer throughout, volume adjusted to suit.

VOICEOVER:

"If you're aged between 24 and 35 you'll probably realise that the world turns so quickly that it's hard to imagine where you'll be in 5 years. But, if you can predict your movements just one week in advance, you can save yourself a small fortune by buying Intercity Apex tickets. Newcastle to London tickets are just 40 pounds on Intercity Apex. And Newcastle to Edinburgh is only 15. That includes a seat reservation too."

SOUND FX:

Music up a tad, to gather for concluding statement.

VOICEOVER:

"Apex Intercity tickets. They'll save you money, and you won't need a crystal ball to foresee that."

Brief # 7: Perryman Ford

Solution #1 Time: 40 seconds

SOUND FX:

'Driving in my Car' by Madness.

VOICE:

(American, deep South, with something akin to self-righteous religious fervour, rising in crescendo, with tremor, in resonant cell)

"The original Ford wore a sober little black number. The Model T. It was the thin end of the wedge. 15 million hapless Americans fell for her oh-so-innocent allure. Almost 90 years later Fords are just as seductive, if not more so. You may have noticed them at Perryman Ford on Hampton Road in Derby, shamelessly *cavorting* in the showroom window. *Painted ladies!* And so cheap; virtually *giving* themselves to every passer-by, they are. Oh yes! But don't be fooled. Take one out for an evening and, inevitably, one thing will lead to another. Nature will take its course. 'Do they go?' you'll ask innocently enough. But you know they do, those feisty little fillies. So before you know it you'll be gleefully running your hands all over their soft upholstery. 'And have you seen these twin airbags?' they'll ask, coming over all coy. And we all know *exactly* what that means."

SOUND FX:

Rattling of keys and metallic clang as cell door is closed.

VOICE:

(more urgent)

"Yes they're hard to resist. But - as you see - they haven't got to me yet."

SOUND FX:

The cell flap is shut. The inmate immediately begins hammering on the inside of his flap.

VOICE:

(now muffled, but more urgent and plaintive)

"You've been warned. Perryman Ford. Don't go near 'em."

Brief # 8:

Clifton Suite Centre Solution # 1

Time: 45 seconds

Opening Sound FX: cattle market, with distinct ringing of cash registers (as used in department store). Over mooing we hear auctioneer-babble (with American - insincere and smarmy - accent). The Auctioneer is selling suites at super-speed, obviously caring little about them as individuals (exact detail to consider later, but probably featuring some Drayton trash). Phase out after 10-15 seconds. Follow this with (in distinctly local North-country accent):

"Don't you find that the furniture departments of most stores are like cattle-markets?"

Then, down a register.

"But you won't find you're treated like the common herd at the Clifton Suite Centre in Darlington. We're not jacks-of-all-trades who are out to make a quick buck and hoof it; we're long-established upholstery specialists with the biggest stock of ready-to-deliver suites in the region - all at 'low' prices.

You'll have time to 'chew the cud' with our 'prime' sales staff, who'll help you to make the right choice so you'll have nothing to 'beef' about.

We don't just sell leather suites either, but we can promise you that there's no crisis in confidence over those; they're guaranteed free from BSE.

And you can't miss the Clifton Suite Centre. It's opposite – (sotto voce) oh goodness, this is embarrassing – the cattle market.

The Clifton Suite Centre; (now as if weary of puns) it's 'moosic' to your ears."

Brief # 9: Arcadian Windows

Solution # 1

Time: 25 seconds

Opening Sound FX:

Possibly few bars of 'Pinball Wizard' salted with arcade game sounds.

We can hear somebody banging a machine, whilst another person shouts (thickie, in desperation) something like:

"I know it doesn't want to go in, but tip the damned thing. It's got to fit; it's simply got to."

Sound FX: Tinkling of glass.

"You've probably noticed that, when it comes to buying windows or conservatories and having them fitted, life's a bit of a bagatelle."

Then, down a register.

"But the odds of getting a professional job done are distinctly in your favour if you use Arcadian Windows. Because we employ wizards; skilled craftsmen, not Johnny-come-latelys. Craftsmen who genuinely relish the challenge of an awkward job.

So it has to be worth your while to telephone Arcadian Windows (on [Northallerton] *** ***) , or visit them at their premises on Crosby Road in Northallerton, before you decide who to trust with improving your castle.

As if common-sense wasn't sufficient incentive, just now Arcadian's offering free cane furniture with some of its conservatories.

Forget Windows 98. You don't need a nerd who thinks home improvement is simply a matter of , putting-wood-in-hole'. You need Arcadian Windows and a proper job which will last, executed ... "

Sound FX : Possibly few bars of 'Pinball Wizard' ('There has to be a twist') salted with arcade game sounds, concluding with 'payout' bells (denoting a winner).

"... by wizards who don't need to twist."