

Trista Vogel
COMM 330*01
21 April 2016

Victoria's Secret 30 sec Radio Ad; Final

Production Note: The narrators are a hushed, sensual, feminine voice (Victoria). An excited male's voice (Male/"Baby") and another female narrator (Gigi.)

MUSIC: BACKGROUND MUSIC FADES OUT

SFX: AMBIENT NOISE AT SHOPPING MALL, TRANSACTION WITH CLERK SAYING "SHE WILL LOVE THIS, THANK YOU, HAVE A GOOD DAY

SFX: FOOTSTEPS FADE

SFX: PHONE DIALS AND RINGS

SFX: MUFFLE NOISE THEN WOMAN ANSWERS PHONE

VICTORIA: Hello?

MALE: Victoria! Baby, I'm on my way home and I picked you up a little something special (in teasing voice)

VICTORIA: (Giggles and asks sexually) What did you get me?

MALE: It's a secret (sexual/mysterious voice)

SFX: PHONE CALL ENDS. TWO SECOND PAUSE

GIGI: Get her what she really wants, and I know you'll love it too. Victorias' Secret's new lace lingerie line is no secret. And less is more. (In fun teasing voice.)

MUSIC: BACKGROUND MUSIC FADES IN