

## Radio Commercial

### VeloSpeed Timisoara – Express Delivery

#### 1. The Speed Ballet

SFX traffic jam - a cacophony of horns and motors.

Out of a sudden, we hear the ‘bang’ of a gong. Gradually, like in a concert hall, silence is gripping everything. When total silence is achieved, *The Blue Danube* starts. The rhythm of the melody is held not by violins, but by bicycle bells.

a) ANNCR: For the VeloSpeed rider the jammed intersection is a stage for two-wheel ballet and elegant outruns. The riders bring together speed and grace to perform in the exact symphony of package delivery. Call now VeloSpeed at 000 0000 and send safe and swift any package, anywhere in Timisoara.

b) We are above the passions of the jammed intersection. VeloSpeed riders are virtuously pedaling to deliver swift and safe anywhere in Timisoara.

- i. The musical theme with the bicycle bells is once again played.
- ii. We hear just three bells in the rhythm of the melody.
- iii. The orchestra grand finally.

#### 2. Cling! Cling!

SFX traffic jam.

MVO1: You are a [SFX the cheerful sound of a bicycle bell passing by]

MVO2: You [SFX the cheerful sound of a bicycle bell passing by] driver.

A lot of [SFX the cheerful sound of a bicycle bell passing by]

ANNCR: We are the wise guys of the streets. Our VeloSpeed riders are free to pass through the jammed intersection. Call now VeloSpeed at 000 0000 and send your package swift and safe.

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Regardless the jam, VeloSpeed Express Delivery has the solution: swift bicycles to deliver on time anywhere in Timisoara. Call now VeloSpeed at 000 000.

## TV Commercial

### Algocalmin (Romanian painkiller)

1. Church bells. The bride and the groom are passing happily beneath the flowers held by their family and friends. For a happy marriage is thrown the traditional... Algocalmin. The groom and the bride are holding hands and running through the Algocalmin pills rain, the enemy of the present and future pains.

2. *[This TV commercial plays with the common misspelling of the product name, thus showing its popularity among Romanians that use the drug regardless their social status.]*

A reporter interviews people on the street.

*The Reporter:* What do you recommend against the pain?

*Old woman:* Albocalmin.

*Man, 45 years, middle class:* Alvocalmin.

*A doctor in his cabinet, at his desk, presenting the Algocalmin package:* Algocalmin – the Romanian traditional remedy against pain.