



SCRIPTS

Client: DISH TV
Title: "Gangster/Call Now"
Length :60

(NYC gangster dialect/speaking to commuters)

Joe: Hey you, pull over. I wanna give you thirty bucks. Yeah, pull over, get on that cell phone and call 888-8-DISHTV - and put this thirty bucks...

(SFX: Money shuffle)

in your pocket. Hey, what do I gotta do, knock you in the head?

(SFX: Knock knock knock!)

**Get on that phone and get DISH TV for 29.99 a month. How much you paying for cable anyway? Sixty bucks? That's a travesty!
Call this number now: 888-8-DISHTV. Yeah, call NOW before you forget. Oh, you don't want to save thirty bucks every single month? Well, how about 400 bucks year?**

(SFX: Slot machine jackpot)

**Ah, now I see you getting that cell phone out. I knew you was smart.
888-8-DISHTV. Call that number I just told ya and get the DISH.**

Anncr: Call 888-8-DISHTV for your DISH TV system...no catch, just 29.99 a month.

Joe: Hey, I don't have to knock you in the head - DO I? Put thirty bucks in your pocket NOW.

(SFX: Money shuffle)

Do it.

Local dealer tag: