

Bedroom Super Store – :30 Radio – Rewrites

From David in Rowland Heights, CA

Wow, David, really nice job! You definitely understand the concepts! Thanks for participating! Here are my comments (in red and blue) PSA

[Terrific Interrupt!] This is something I won't forget . I know you won't either!

[Engage] Because this Sunday from 10 am to 8 pm this weekend for 10 hours only, it's the Bedroom Super Store's two-day entire store sale.

[Educate] Talk about steal deals! Every mattress, every bedroom set, all kids bedrooms, every waterbed, every bed is marked down.

(I LOVE this phrase "steal deals"...)

Don't be concerned with payments because during this week only, none are needed! And it gets better with no interest until 2006.

Also [AND might be a stronger word here] you get the mattress free with every bedroom set.

[Offer] So remember 10 hours and only 2 days at the Bedroom Super Store!

TAG: This is it! It's the sale you'll always remember! This weekend only at The Bedroom Superstore!

NOTE: You might consider using remember in the interrupt lines – just because it's a nice repeat throughout the rest of the spot. (i.e. This is something I'll remember - I'll bet you'll remember it too!) But your way works well too.

From John in Vancouver, B.C.

VO: C'mon. Drag your sorry butt out of that bed!

You know you didn't get a good night's sleep. Your back aches. And you've got sore shoulders, too, from sleeping on the wrong kind of mattress.

Let the experts at the Bedroom Super Store show you how to select a mattress that's perfect for you. Not one that's too hard or too soft. Then you can sleep through the night and wake up refreshed. No aches. No pains.

So get up and get down here fast to the Bedroom Super Store, before our two-day sale ends and you miss out on the huge markdowns on all our beds...
all bedroom sets and kids bedrooms... all waterbeds... and all mattresses. They're all on sale at huge discounts. With no payments and no interest until 2006.

And remember, with every bedroom set, the mattress is FREE! That's right, the mattress is FREE!

Don't miss out on our biggest sale of the year. But hurry, this sale must end Sunday.

I love this interrupt, John! Not sure the client would go for the "butt" part – but it would certainly be a memorable spot. Unfortunately, it times out at close to :60 seconds and it's a :30 spot. One of the greatest obstacles to overcome when writing copy (as I'm sure you know) is to get all you want to say in a very little "window" of time. You got all the elements, though – great job!

From Latina in Columbus, Ohio:

Wife: Honey, if this keeps up I'm never going to sleep with you again! The couch is more comfortable than our broken down old bed!

Announcer If you're fed up with the condition of your bedroom head down to the Bedroom Super Store's two-day everything sale beginning this Sunday - From 10am – 8pm everything storewide is marked down

And make no payments and pay no interest until 2006!

Every bed, bedroom set, mattress, waterbed and kids bedrooms are on sale!

It's only to days – so get here when the doors open!

TAG Don't miss out – this is the sale of the year! – This weekend only at The Bedroom Superstore!

I really like what you've started here, Latina. Good job! "I'm never going to sleep with you again" is a terrific Interrupt! To make it more fun, how about continuing the dialogue? Maybe something like this. (My comments are in red)

Wife: Honey, if this keeps up I'm never sleeping with you again!

Husband: Oh come on honey – it's not that bad!

Wife: Oh, yes it is! The couch is more comfortable than this broken down old bed!

Announcer **Fed up with the conditions in your bedroom?** Head down to the Bedroom Super Store's two-day everything sale beginning this Sunday ~~From~~ 10am – 8pm! Everything storewide is marked down - And make no payments and pay no interest until 2006!

Every bed, bedroom set, mattress, waterbed and kids bedrooms are on sale!

It's only two days – so get there when the doors open **at 10 am!**

Don't sleep alone! Throw out that old bed! This weekend only at The Bedroom Superstore!

From Jody in San Diego

This weekend only, It's the Bedroom Super Store's two-day, everything sale!

This Saturday and Sunday from 10 am to 8 pm, Everything storewide is drastically marked down!

Every bed and bedroom set, every mattress, every waterbed and all kids bedrooms, everything's on sale!

The Bedroom Super Store doesn't stop there. With every bedroom set, the mattress is free and, this week only, make no payments and pay no interest until 2006!

TAG: Don't miss out on the sale of the year! This weekend, two days only, at The Bedroom Superstore!

Jody, this is a good start, but I think you need a more powerful Interrupt. "This Weekend Only" doesn't really motivate me to listen to the rest of the spot. Think of something that would make your ears perk up if you heard it. Maybe something like "1/3 of your life is spent in bed!" Now, that would probably get my attention. All the rest of the elements are there, however. Good job!

From Sally:

VO: WE'RE GIVING AWAY FREE MATTRESSES!

AT BEDROOM SUPER STORE'S EVERYTHING'S-ON-SALE, SALE!
THIS WEEKEND ONLY. THAT'S RIGHT, 2 DAYS ONLY, THIS
WEEKEND. BUY A BEDROOM SET--THE MATTRESS IS FREE. THIS
WEEK ONLY-ZERO PAYMENTS, ZERO INTEREST 'TIL 2006!

DRASTIC MARKDOWNS ON EVERYTHING AT BEDROOM SUPER STORE.

WATERBEDS, BEDROOM SETS, KIDS BEDROOMS. EVERYTHING'S ON SALE!

TAG: COME ON IN. THIS WEEKEND ONLY. THE EVERYTHING'S-ON-SALE, SALE. AT THE BEDROOM SUPER STORE!

Terrific Interrupt, Sally! Anytime I hear FREE it always make my ears perk up! And I like the “everything’s on sale – sale” and the way you went back to that phrase at the end.

One thing to keep in mind when writing copy is that when you type it all in caps, the instinct of the reader is to SHOUT the words. Text in all caps is difficult to interpret for nuance, inflection, attitude and emotion. So keeping things in upper and lower case seems to work better.

You might consider having a second line start with “You heard right” – and then continue on about the sale. It gives more of a feeling of someone telling another person rather than an announcer. Good job!

From Greg in San Diego, CA

Male VO: Get a free mattress!

Female VO: What?

Male VO: A free mattress with every bedroom set. This weekend only at The Bedroom Superstore!

Female VO: Really? You’ve got to be kidding!

Male VO: It’s true! This Sunday only 10 am to 8 pm! Every bed, every bedroom set, every mattress, every waterbed, all kids bedrooms. Everything is on sale for 10 hours only!

Female VO: WOW! This is better than a shoe sale! Well, maybe...

Male VO: And this week only make no payments and pay no interest until the year 2006! Only at the Bedroom Superstore!

Female VO: I’ve got to get to the Bedroom Super store! Now Bill, where are those new shoes I just bought?

You've got a great idea going here, Greg with a terrific interrupt. However, let me give you a few suggestions that would make it a little more effective spot.

First, when writing dialogue, you have to always ask yourself, "Is this really how people talk to each other?" It has to be conversational or it just won't work.

If a man and woman are talking, it's not likely the man would say, "Get a Free Mattress!" He might say, "Hey, we can get a Free Mattress!" to which she responds, "What?" and he comes back with, "Yeah, it says here we can get a free mattress if we buy a bedroom set this weekend at the Bedroom Superstore". Then she might say, "Oh, sure - what's the catch?" And he says, "There's no catch, it's really free - and everything else is on sale too. . . every bed, every bedroom set, every mattress, every waterbed, and all kids bedrooms. Everything is on sale - but only for 10 hours!"

Getting the idea? I like the part about the shoes - it's a nice call back at the end but try adding something like "the shoe sale I went to last week"

- Here's Greg's second attempt – It's pretty darn good! My comments in red are simply ways to make the copy even more conversational – but he's got the right idea!

Male VO: Did you see this? We can get a free mattress!

Female VO: What?

Male VO: It says right here, [you get] a free mattress with every bedroom set. This weekend only at The Bedroom Superstore!

Female VO: You're kidding!

Male VO: No I'm not! [it says] this Sunday only 10 am to 8 pm! Every bed, every bedroom set, every mattress, every waterbed, all kids bedrooms. Everything is on sale for 10 hours only!

Female VO: WOW! [That's] better than last week's shoe sale!

Male VO: And [it says that] this week only, [we'll] make no payments, and pay no interest until the year 2006! Only at the Bedroom Superstore!

Female VO: [Let's go – the sale only lasts 10 hours!!!!!!] This Sunday we're going to the Bedroom Super Store for the 10 hour sale!

From Peter in Babylon, New York (near Manhattan)

VO: Don't Miss It! This Sunday 10 am to 8 pm this weekend only!

It's the Bedroom Super Store's one-day everything sale!

We're practically giving away everything in the store! Every bed, every bedroom set, every mattress, every waterbed, all kids

bedrooms, everything is on sale!

Plus a free mattress with every bedroom set!
And no payments and no interest until 2006!

TAG: Don't miss out - this is the sale of the year! This weekend only at
The Bedroom Superstore!

Good job, Peter! Thanks so much for participating in this exercise.

You've got a great start. Here's even another way you might consider. You've come up with a very powerful interrupt - but it's incorrectly placed. If you really want to get a potential customer to keep listening after the first few words, you've got to really grab them with those words! Changing the position of your interrupt will do this.

INTERRUPT: "We're practically GIVING furniture away!"

ENGAGE: That's right! And if you're looking for furniture - you can't miss this sale!

EDUCATE: It's the Bedroom Super Store's one-day everything sale! Every bed, every bedroom set, every mattress, every waterbed, and all kids bedrooms. . .

OFFER: Everything is on sale! Plus a free mattress with every bedroom set!
And no payments and no interest until 2006!

TAG: Don't miss out on the sale of the year! This weekend only! This Sunday!
10 am to 8 pm at the Bedroom Super Store!