

Miami Beach
30 Sec Radio Spot
Title: Miami Beach Shop-a-holic

Campaign: Warning: It's Habit Forming
Agency: Oz Communications

	Audio
Hip music plays softly. Woman	“Ohhh yes. Look at this blouse. In lavender. Darling, what do you think.”
Man, a little bored	“Looks pretty much just like the other 50 you just showed me.”
Shopping sounds, hangers sliding, Woman	“The fashions in these Miami Beach stores are incredible. Huhh. I love it. Do they have one in my size?”
Man	“Honey, we need to stop this insanity. Let’s go back to our hotel, drop off all these packages, and hit the pool. I really need to put my fee up...they’re killing me!
Woman	“Oh John, there are so many more stores to see... Guess, and Sephora. I’ve <u>got</u> to check out Nicole Miller, and, of course, there’s Versace. (pause) Hey these are nice.”
Man	“Diane, You’ve taken us from one store to another throughout South Beach, looked at 300 blouses, and tried out at least half of them. If I have to sit on one more plastic dressing room chair my butt will fall off.
Woman	“Oh sure. We’ve done things you wanted to do. We checked out the scene on Lincoln Road, we had a great lunch at that quaint sidewalk restaurant on Ocean Drive, and I <u>know</u> you enjoyed people watching on the beach.”
Man	“Well sure, but so did you.”
Woman	Will it hurt you to go to just a few more... They have such an eclectic mix of stores here ... international, local, and one-of-a-kind. I could spend weeks here. Ohhh my, these shoes are delicious.”
Swooshing sound as Diane gets carried off her feet- Woman-sounding distressed	Honey... what’ya doing...put me down....
Man	That’s it. I’m taking you back to the room before they cancel all our credit cards and repossess the house.

Woman, as sound fades out	But, but, but wait!...I'm not finished....just one more store...pleeease.....
VO	Miami Beach. Warning: It's habit forming.”