

## Radio commercial samples: Grasshopper Coaches

### The brief:

Course project to write a 30-second radio commercial advertising the fictional company, Grasshopper Coaches' regular coach service from Leicester to London.

The company wants to target occasional travellers who visit the capital for shopping, theatre trips etc.

The advertisement needs to highlight its low prices, regular service and comfortable coaches.

### My response:

As there was no creative brief, I decided to produce two advertisements in two different styles.

In the first, I created a scenario with a couple discussing their bank statement. The advert shows that although the woman spent a lot on their joint credit card, she didn't spend a lot on travel.

The second advertisement took the form of an interviewer talking to ordinary people in the street. It brought together different selling points of the service to sell it to the listeners.

## Radio commercial script one:

Client: Grasshopper Coaches

Title: Bank statement

Length: 30 seconds

SFX: Shuffling sheets of paper

Dave: Our bank statement tells me you enjoyed London then?

Amanda: (Guiltily) Yes... about that...

Dave: London Eye... Tussauds... West End show... shopping... and I bet the parking cost a fortune.

Amanda: Actually we went by Grasshopper.

Dave: Grasshopper?

Amanda: Yes! Low prices, comfortable coaches and a regular service to London.

Dave: Hmm. I think I'll book it for next week's match.

FVO: Book *your* guilt-free London trip:  
Call 0800 1 22 33 44 or visit  
[grasshoppercoaches.co.uk](http://grasshoppercoaches.co.uk).

ENDS

## Radio commercial script two:

Client: Grasshopper Coaches

Title: Voxpops - compiled interview snippets.

Length: 30 seconds

SFX: Outdoor street sounds

Interviewer: So, what do you like about Grasshopper Coaches' Leicester to London service?

Female pensioner: It's affordable.

Man: It's comfortable and there's plenty of leg room.

Woman: It runs every hour, on the hour.

Young woman: There's plenty of room for all your shopping!

Male pensioner: Everyone's out for a good time, so there's always a nice, friendly atmosphere.

Male VO: Why not try Grasshopper Coaches for yourself?  
Call 0800 1 22 33 44 or visit [grasshoppercoaches.co.uk](http://grasshoppercoaches.co.uk).

ENDS