



DATE:	January 2022	CLIENT:	Powder Puff Tissues
COPY BY:	LW	TITLE:	Powder Puff Tissues ad
PROOFED BY:	ME	READ STYLE:	Jenna & Cindy....read style in Notes

PROMPT / NOTES:	COPY:
<p>Two different characters. <u>Cindy's</u> voice is small, stuffy and a little frustrated.</p> <p><u>Jenna's</u> voice you can have her talk in an English accent, regular American accent, Southern accent or whatever voice you think would work.</p> <p><u>Announcer:</u> Regular voice...can be male or just different than Jenna's voice.</p> <p>Be creative and play around with it.</p>	<p>Cindy: (stuffy voice singing for a few seconds "Itsy Bitsy Spider")</p> <p>Jenna: Hi Cindy, what are you doing? (very questionable)</p> <p>Cindy: I'm trying to go to sleep...counting sheep and singing the Itsy Bitsy Spider.</p> <p>Jenna: Umm OK? Why can't you sleep?</p> <p>Cindy: I've had this cold all day and now my nose hurts so bad.</p> <p>Jenna: Why did you say anything? I have these great new tissues called Powder Puff with soothing material and healing lotion woven in the the fibers of the tissue. I used them all last week when I was fighting a cold and they never hurt my nose....you'll love them!</p> <p>Cindy: Thank you so much, I'll use one now! (Sound fx of blowing nose). I LOVE THESE, my nose feels so good.</p> <p>Jenna: Next time just ask.</p> <p>Announcer: Powder Puff Tissues can be found at a retailer near you or for more information visit: powderpufftissues.net</p>