

SIUE Advertising
Dunham Hall, Radio Studio 131
Edwardsville, Illinois
BROADCAST DEPARTMENT

CLIENT: Proctor & Gamble
PRODUCT: Crest Whitestrips
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LENGTH: 30

Tired of those nasty stains on your teeth? Want that
picture-perfect smile ...

SFX: CAMERA SHUTTERING

... but don't have the money to spend on those expensive
dentist office whitening procedures?

SFX: CASH REGISTER BELL

MX: UPBEAT GUITAR INSTRUMENTAL [UP AND UNDER]

Try Crest Whitestrips and whiten your teeth anytime,
anywhere! Just 30 minutes, twice a day ... that's all it
takes! And since Crest Whitestrips contain the same enamel-
safe whitening ingredient dentists use, you'll have
noticeably whiter teeth in just two weeks. Guaranteed.
Crest Whitestrips.

SFX: SPARKLING EFFECT [CHIMES]

Reveal your whiter smile!

MX: FADE