

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

**CLIENT: Proctor & Gamble
PRODUCT: Crest Whitestrips
WRITER: Jenee Meier
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

SFX: CASH REGISTER BELL

on those expensive dentist office whitening procedures?

MX: UPBEAT GUITAR INSTRUMENTAL [UP AND UNDER]

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

SFX: SPARKLING EFFECT [CHIMES]

Reveal your whiter smile!

MX: FADE

ABBREVIATIONS: SFX=sound effects. MX=music

NOTE: Announcer copy should be in upper and lower case. Cues for music and sound effects should be in all-caps to prevent accidental reading and to assist sound engineer.

This commercial was written and produced by Jenee Meier, a Mass Communications student at SIUE.