

**Make Cruises Happen**

**March 13 2018**

**VO: A marketer needed to promote a cruise.**

SFX: SMALL BOAT HONK

**VO: It was a big cruise.**

SFX: HUGE SHIP HOOOOONK

**VO: They (she) heard on radio...**

SFX: (FEMALE MARKETER) "1 in 3 people respond to a radio presenter endorsement."

**VO: So they (she) got some radio presenters to go on a cruise... to give an endorsement.**

SFX: PARTY BASS BEATS

**VO: The presenters had fun.**

SFX: PARTY BASS BEATS, MALE & FEMALE WOO-HOOS!

**VO: Their audience *heard* the fun.**

SFX: (THROUGH SMALL SPEAKERS) PARTY BASS BEATS, MALE & FEMALE WOO-HOOS

**VO: *And* followed it online.**

SFX: SOCIAL MEDIA PING, PING, PING

**VO: 1 in 3 listeners decided *they* should check out a cruise too.**

SFX: (FEMALE MARKETER) "Told you!"

**VO: Soon the big empty ship.**

SFX: HOOOOONK

**VO: Was a big full ship.**

SFX: HOOOOONK

KACHING

**VO: All thanks to...**

SFX: RADIO ALIVE AUDIO LOGO

**VO: Radio. Alive with personalities. Alive with engagement.**

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