

Psaros Radio

Campaign title: Not for everyone

Length: 45 seconds

A)

MVO: older man, maybe with a Jewish (distinctive) accent (All spots)

It's true... there are a few reasons why a Psaros apartment isn't for everyone, it's not that they're too expensive... because Psaros green features save you money... so maybe you like paying more than you have to for electricity, or maybe you don't care for the environment so much?

Or maybe you just can't spell Psaros, so let me tell you it's P S A...R O S so now you can Google away and as they say at Psaros... unleash your lifestyle

Or maybe you just can't spell Psaros, so let me spell it for you, it's P S A... R O S ok so now you can visit them on the famous Internet and then as they say at Psaros... unleash your lifestyle

B)

MVO:

Forgive me if I am being politically incorrect, but it has to be said, 'you may not be right for a Psaros apartment'. Maybe like me you're too (old) for the so-called target market demographic of inner city urban dwellers? (...you know, the cool people)

But I'm not bitter, at least I can spell Psaros, it's P S A... R O S ok so now you can visit them on the famous internet and then as they say at Psaros... unleash your lifestyle

maybe you like spending your weekends mowing the lawn

C)

MVO:

There are many reasons why a Psaros apartment isn't for everyone, one is intelligence...maybe you don't want to live in an intelligent apartment where you can control your lighting, music and more from your free ipad mini?

Or maybe you're now thinking, how do I spell this 'Psaros', well it's P S A... R O S ok so now you can visit them on the internet and then as they say at Psaros... unleash your lifestyle