

RADIO SPOT FOR BUILT NY'S GOURMET GETAWAY LUNCH TOTE

ANNOUNCER: It's 1 p.m. on Monday. 4 hours since you ate breakfast.

SFX: Stomach rumbling.

ANNOUNCER: You go to the company refrigerator to get your lunch and find –

WOMAN: AHHHHHH!

ANNOUNCER: It's gone. You're a victim of the Lunch Thief.

LUNCH THIEF: Time to go shopping for lunch...in the company fridge! Mwahahaha!

ANNOUNCER: But you can foil the Lunch Thief.

WOMAN: I can?

ANNOUNCER: Yes. Keep your lunch out of the company refrigerator.

WOMAN: But won't it spoil?

ANNOUNCER: Not if it's inside the Gourmet Getaway Lunch Tote. Made out of neoprene (the same material used for diving suits) this tote will keep your food hot or cold for up to 4 hours. And at your desk, it's safe from the Lunch Thief.

LUNCH THIEF: Curses! She makes the best chicken salad. I guess I'll have to settle for...what is this, tuna casserole? Blech.

ANNOUNCER: The Gourmet Getaway Lunch Tote, by Built NY. Your best defense against the Lunch Thief.