

RADIO SPOT CONCEPTS – TASER INTERNATIONAL

The following radio spots, which were never produced, were developed for TASER International's consumer electronic control device (ECD), the C2. Targeting women, the concept was to put the listener in a physical setting where a TASER device would provide protection and peace of mind, ultimately pushing traffic to micro-websites employing the same themes. Visitors to the sites could learn more about the C2 and ultimately purchase one.

Notice that neither the product nor manufacturer is mentioned in the spots, removing any negative connotation that could distract the listener or give her a reason to ignore or refute the very real dangers that women face everyday.

RADIO SPOT #1 – EMPTY PARKING LOT

SFX: Woman walking in heels on concrete walking faster, then running. Car keys fumbling, a car door unlocks, opens, then slams shut. Doors lock. A woman pants, trying to catch her breath.

FEMALE VO: Middle aged, using a serious then cautionary tone:

That was me - last weekend. Luckily nothing happened. But I don't ever want to feel that way again. So when my girlfriend told me what makes her feel safe, I listened. Maybe you should too.
Visit www.mygirlfriendsadvice.com.

RADIO SPOT #2 – DRIVE BY

SFX: Woman walking, heels on concrete. Seedy neighborhood night sounds – dog barks, house door slams, man yelling a few blocks away. An old car approaches and slows down, brakes squeak, muffler rumbles.

FEMALE VO: Early thirties, using a serious tone, even a tone of disbelief:

I was out a little later than I expected last night. I'm ok, but I'm still upset - I'm still shaking. I don't ever want to feel like this again. I called my sister and she gave me some advice – and I'm gonna take it. Maybe you should too.
Visit www.mysistersadvice.com.

RADIO SPOT #3 – AFTER HOURS

SFX: Big city street after dark . . . cars driving by, car horns, sirens in the distance. Girls chatting, and giggling indecipherably as they walk together down the sidewalk.

MALE VO: 30ish, slow and deep, way laid back:

Ladies, spare some change?

SFX: Girls footsteps add pace.

MALE VO: Louder, faster . . . aggravated now:

How 'bout a light, then? C'mon!

FEMALE VO: Twentysomething, with disbelief, shame:

I can't believe we didn't take a cab. I'm just glad I wasn't by myself – and that he was.
Of course my mom's all worried - but she had some good advice, and she's sending me a package. You should see what's in it. Visit www.mymomsadvice.com.