

CLIENT: Riser Ford
TITLE: "R PLAN TODAY"
ID: RPLA-05171
TRT: :30
VO: high energy, male vo

NOTES:
COPYWRITER: KAT

HOT SPRINGS IS PLANNING THEIR SUMMER, AND SO ARE WE! RISER FORD LINCOLN IN HOT SPRINGS IS READY—RAIN OR SHINE—TO FIND THE RIGHT FORD FOR YOU! WHATEVER YOUR CHOICE OF ADVENTURE, SUMMER PLANNING STARTS NOW! WE'VE GOT THE NEWEST FORD F150s, HYBRIDS, AND SUV'S TO MAKE SUMMER FUN JUST A DRIVE AWAY! SO VISIT YOUR TRUCK CENTRAL TODAY, AND SEE WHY 9 OUT OF 10 OF OUR CUSTOMERS KEEP COMING BACK AGAIN AND AGAIN! RISER FORD LINCOLN—CENTRAL AVENUE IN HOT SPRINGS AND RISER FORD DOT COM! WHERE A HANDSHAKE STILL MEANS SOMETHING.

WAC+TTL. SEE DEALER FOR DETAILS.