

Ed's Ads**Date: 04/29/2019**

Client: BlackBerry
Product: The BlackBerry Business
Title: Life Moves Fast
Length: 60 seconds
Writer: Gabriel Edmunds
Medium: Radio

Sound:

Fade in: Sounds of various phone notifications

Ferris Bueller:

Life moves pretty fast. Just take a look at my buddy Cameron here.

Cameron Frye (out of breath and phone keeps going off):

Hey Ferris. How do you keep up with life man? My work and personal lives are always colliding.

Ferris Bueller:

That's why I separate them. With the all new BlackBerry Business, all my professional needs are taken care of. Kind of like a personal assistant.

Cameron Frye:

But I can't afford two separate phones.

Ferris Bueller:

Actually, Cameron, you can. The BlackBerry Business cuts out all of the things a business phone doesn't need, saving you money and keeping life in check. Also, BlackBerry's new sleek design keeps you looking cool, without even needing to try. It's right up your alley Cameron.

Cameron Frye:

You're my hero Ferris Bueller!

Music:

Light, upbeat music starts for 2 seconds, then fades under.

Announcer:

Get the new BlackBerry Business starting at \$399.99 or lease the new Business for \$9.99 a month for 18 months.

Ferris Bueller:

Life Moves pretty fast. If you don't stop and look around once in a while, you could miss it.

