

Burt's Bees

Radio: 40 sec

Script#2

SFX: Tumbling down the road on a bike, pick up truck pulls over. (00.07)

Roxanne: Well hello there, need any help?

Burt: Yeah, I'm looking for Roxanne. Is that you?

Roxanne: Who's asking for her?

Burt: I'm Burt Shavitz. I own a honey stand, and well I have an idea.

Roxanne: You want me make wax sculptures from leftover wax, don't you?

Burt: Not just sculptures. We're going to start a whole line of skincare products. Keeping them fresh and useful for as long possible.

Roxanne: Well, you've convinced me, but we're going to need a lot of help. Let's start putting up ads in the newspaper.

Burt: Let's hope our employees feel the same way about saving the environment as we do.

Roxanne: It's all going to work out. See you soon Burt.

SFX: Bike creaks, and speeds off as well pick up truck. (00.05)

ANNCR: Male, clear; sharp voice that's stimulating

Burt's Bees. Our Story. How we were inspired to change the world. So come join us today, and be integrated in our operational model called The Greater Good. Find out more about us at www.burtsbees.com