

## **Look & Feel Good Expo: South Africa Six radio commercials**

### **Note/Rationale:**

The limited word count, means that to use phrases such as 'kick of your shoes and take part in a yoga lesson' (11 words) would only give room to mention two or three activities in that way.

Given the wide range of activities and exhibitors, I can see that approach would:

- a) not give the radio audience a good idea of the breadth and depth of the exhibitors at the Expo
- b) upset those exhibitors who were not included.

Consequently:

When it comes to describing the scope of the Expo, I have suggested a list – read enthusiastically. This can be changed from commercial to commercial to make sure:

- a) the breadth and depth of the exhibitors is communicated to the radio audience
- b) no exhibitors feel left out.

I could record a list (with me as voice over) to show how it could be delivered enthusiastically.

I have introduced the list with words which give positioning information or other motivating facts (such as nothing to pay for events and activities after the initial entrance price).

**Commercial 1: Personal invitation and enthusiasm from a celebrity.**

FX: Relaxing music

**V/O 1:**

Hi, I'm CELEB NAME, and if, like me, you want to live a healthier, more vital and fulfilling life – then you should join me at the LOOK & FEEL GOOD EXPO.

*(listing enthusiastically)* Yoga, dance, beauty treatments, makeovers, laughter therapy, holistic ideas, organic cooking, fitness, and a special Clicks Health Zone.

It's a great way to make your life a happier place.

**V/O 2:**

THE LOOK & FEEL GOOD EXPO. Sponsored by SABC 2. 16 – 12 September at the CTICC, Cape Town. Book at [ifeelgood.co.za](http://ifeelgood.co.za)

**83 words**

**Or**

THE LOOK & FEEL GOOD EXPO. Sponsored by SABC 2. 7-9 October, Coca-Cola dome, Joburg. Book at [ifeelgood.co.za](http://ifeelgood.co.za)

**Commercial 2: Personal benefits with Expo overview (Male voice over)**

FX: Relaxing music

**V/O 1:**

The Look & Feel Good Expo is a fantastic opportunity to revitalise your life, stimulate your mind, rejuvenate your body and nourish your soul.

You'll find over 200 exciting and imaginative health, wellness and lifestyle exhibits – for women and for men. 'Try it' sessions, presentations, live displays and a special Clicks Health Zone.

It's a great way to make your life a happier place.

**V/O 2:**

THE LOOK & FEEL GOOD EXPO. Sponsored by SABC 2. 16 – 12 September at the CTICC, Cape Town. Book at [ifeelgood.co.za](http://ifeelgood.co.za)

**87 words**

**Or**

THE LOOK & FEEL GOOD EXPO. Sponsored by SABC 2. 7-9 October, Coca-Cola dome, Joburg. Book at [ifeelgood.co.za](http://ifeelgood.co.za)

### **Commercial 3: conversational style ( a mum with a family)**

FX: Relaxing music

#### **V/O 1:**

You know, the most relaxing thing about THE LOOK & FEEL GOOD EXPO is that, once you've paid your entrance fee, all the events and attractions are free.

*(listing enthusiastically)* There's yoga, dance, beauty treatments, makeovers, laughter therapy, holistic ideas, organic cooking, fitness, and a special Clicks Health Zone.

It really is a great way to make your life a happier place.

#### **V/O 2:**

THE LOOK & FEEL GOOD EXPO. Sponsored by SABC 2. 16 – 12 September at the CTICC, Cape Town. Book at [ifeelgood.co.za](http://ifeelgood.co.za)

**82 words**

#### **Or**

THE LOOK & FEEL GOOD EXPO. Sponsored by SABC 2. 7-9 October, Coca-Cola dome, Joburg. Book at [ifeelgood.co.za](http://ifeelgood.co.za)

## **Commercial 4: Choices/no pressure**

FX: Relaxing music

### **V/O 1:**

The Look & Feel Good Expo is about your lifestyle choices – dramatic changes, subtle changes – it's up to you.

You'll find 'try it' sessions, presentations, live displays and over 200 exhibitors.

*(listing enthusiastically)* Yoga, dance, beauty treatments, makeovers, laughter therapy, holistic ideas, organic cooking, fitness, and a special Clicks Health Zone.

It's a great way to make your life a happier place.

### **V/O 2:**

THE LOOK & FEEL GOOD EXPO. Sponsored by SABC 2. 16 – 12 September at the CTICC, Cape Town. Book at [ifeelgood.co.za](http://ifeelgood.co.za)

**84 words**

### **Or**

THE LOOK & FEEL GOOD EXPO. Sponsored by SABC 2. 7-9 October, Coca-Cola dome, Joburg. Book at [ifeelgood.co.za](http://ifeelgood.co.za)

## **Commercial 5: Value**

FX: Relaxing music

### **V/O 1:**

The Look & Feel Good Expo is fantastic value for money – with over 200 imaginative health, wellness and lifestyle exhibits, ‘try it’ sessions, presentations and live displays – for women and for men.

*(listing enthusiastically)* Yoga, dance, beauty treatments, makeovers, laughter therapy, holistic ideas, organic cooking, fitness, and a special Clicks Health Zone.

It’s a great way to make your life a happier place.

### **V/O 2:**

THE LOOK & FEEL GOOD EXPO. Sponsored by SABC 2. 16 – 12 September at the CTICC, Cape Town. Book at [ifeelgood.co.za](http://ifeelgood.co.za)

**85 words**

### **Or**

THE LOOK & FEEL GOOD EXPO. Sponsored by SABC 2. 7-9 October, Coca-Cola dome, Joburg. Book at [ifeelgood.co.za](http://ifeelgood.co.za)

## **Commercial 6: Testimonials**

### **V/O 1:**

THE LOOK & FEEL GOOD EXPO has certainly got people talking...

### **Various voice overs (male and female)**

Really exciting!

So much to see

Very entertaining!

Something for everyone – and all ages

Fantastic!

Refreshingly different

A wonderful experience

Very impressed!

Amazing stands and friendly exhibitors

Extremely relaxing

Unique!

Brilliant!

I'll definitely be back.

Loved it!"

I'd recommend it - well - to everyone! (*laughs*)

### **V/O 1**

A great way to make your life a happier place...

### **V/O 2:**

THE LOOK & FEEL GOOD EXPO. Sponsored by SABC 2. 16 – 12  
September at the CTICC, Cape Town. Book at [ifeelgood.co.za](http://ifeelgood.co.za)

**89 words**

**Or**

THE LOOK & FEEL GOOD EXPO. Sponsored by SABC 2. 7-9 October,  
Coca-Cola dome, Joburg. Book at [ifeelgood.co.za](http://ifeelgood.co.za)