

Chris Stephens

Drew DiGanci

Advertiser: Wall Street Journal

Title: “So many Promotions:

Agency: Loud Mouth Advertising

Format: Testimonial

Product: Trial Subscriptions to Wall Street Journal

Length: 60 Seconds

Script

SFX: PHONES CONSTANTLY RINGING IN BACKGROUND,
PEOPLE TALKING ON PHONES

IPHONE RINGS, JOHN PICKS UP

JOHN: World Communication headquarters, this is John speaking...

DAVE: Hey John, its Dave, so word around the office is that you got that
you got another promotion... Congratulations!

JOHN: Thanks it definitely came as a surprise to me.

DAVE (JOKINGLY): So this is your second promotion this year, what’s your big secret?
Steroids? Insider Information? A little bribery? Come on you can
tell me, it will be our little secret....

JOHN (CHUCKLES): No none of that Dave I promise, it’s simple really, every day I start
my morning by reading the Wall Street Journal which helps me
stay current on what’s going on in our industry, and how our
competitors are doing. During my free trial subscription to The
Wall Street Journal, I found that I make much better, more
informed decisions. Our bosses have definitely taken notice of this
as well so I decided to get a subscription and made reading it
everyday part of my daily routine, and it seems to work great

DAVE (SURPRISED): So you’re saying that reading the Wall Street Journal every day has
gotten you two promotions over the past year?

JOHN: Well, it’s definitely played a big role in making better decisions for
me and I would say that it has definitely helped me advance in my
career.

DAVE: Well I might just have to invest in myself a little more and see
what improvements can be made

JOHN (CONFIDENT): It’s definitely worth it. I started with a free trial subscription by
going to wsj.com and signing up for it; you should give it a try!