

Success criteria

Intro/Outro Music

Product Add Ons

Slogan:

Jingle: Slogan/Product add on/Phone number/Product name/Website

Sound Effects

Website

Voices/Accent

Repetition of Product Name

MEMORABLE WAY of telling and selling

possible ideas

Superhero ->Soda ->Gets powers back

Paparazzi->Celebrity->revenge

Mario->Yoshi->Mario sound effects->Thirsty

Police->Robber🡪Thirsty🡪join together->Relax

Dinosaur/Human chase

Jones soda radio advertisement

script

**CHARACTERS:**

Mario: Cameron

Luigi: Tristan

Bowser: Marvis

Princess Peach: Iris

Narrator: Logan

**SETTING:**

This radio advertisement sees Mario pursue Jones Soda. He succeeds in drinking some but fails to survive to enjoy the full bottle. His brother Luigi enters a ghost host level in search of Jones Soda. He encounters Bowser. They surprisingly join forces after they realize that it is Princess Peach who in fact has the Jones Soda in her possession. Princess Peach ends up enjoying the Jones Soda much to their dismay in her world.

**DIALOGUE:**

**MARIO:** (Happy Level Music)It’s a me! Mario. You wouldn’t a believe a what a happened in the last level a! Mama mia! Let a me tell you! I jumped a on a Yoshi! (Yoshi Sound Effect) and I a start a playing! Suddenly the two of us hit a block! We get a coin (Coin Sound Effect) and we go spend the coin on some Jones a Soda! (Chugging Water Sound Effect). That a lousy Koopa Troopa! He a surprise me and guess what! I lose a my life a! (Losing Sound Effect).

**LUIGI:** It’s a me! Luigi! My a brother Mario! I heard a him a lose a his life a! Woo hoo! It’s a my turn to chase a the Jones a Soda! Oh a no! Wo-ho mama! It’s a ghost a level! (Ghost Level Music) I’mma scared of the ghost but I’m a not a scared of the Jones a Soda! Woo hoo! I’mma a beating the ghost! There’s a door! I’mma gonna enter it! Ooo-ooo-mama! It’s a Bowser! (Boss Music)

**BOWSER:** (Boss Music Continues…Introduce bouncing/jumping Sound Effect) Why are you attacking me? (Gruff/Deep voice)

**LUIGI:** It’s a the Jones a Soda that I a want a!

**BOWSER**: Ow! Leave me alone! It’s Princess Peach who stole the Jones Soda! Hey (Censor Sound Effect)! Quit hating on me! Let’s join forces.

(Introduce Princess Peach Music)

**BOWSER**: C’mon! Let’s get her! She has to have that delicious Jones Soda!

**LUIGI:** Yeah! Let’s a get her together! Woo hoo mama! I want a try a new a flavour a! It’s a delicious blue a bubble gum flavour! (Bubble Gum Popping Sound Effect)

**BOWSER:** Mmmm! Sounds good! Let’s take a photo after we defeat her and send it into jonesoda.com and perhaps they’ll put that embarrassing photo on all of the bottles for the world to see! Can you imagine Mario walking into a store and seeing how the two of us got the Jones Soda that he was chasing! Har-har-har!

(Chugging drink sound effect)

**LUIGI:** Oh no Mama! Perhaps a we are a too late a!

Hey (Censor Sound Effect)! Why don’t you a touch a that star over there a and become invincible and defeat her for it?! Woo hoo!

**BOWSER:** Fine! (Star Sound Effect)

(Losing Sound Effect)

**PRINCESS PEACH**: Ha ha ha chumps! Girls rule! Boys drool over Jones Soda!

**NARRATOR**: Your soda! Your photo! Your brand! (Jingle)

(Outro Music)