

RADIO COMMERCIAL

CLIENT: WARNER BROS. CONSUMER PRODUCTS

Title: EATING RIGHT KIDS: RADIO SPOT #2

Length: (:60)

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WOMAN:

Trying to get my kids to eat foods that are good for them can be a real challenge.

ANNOUNCER:

Well now, Safeway is making it easy to “spot” nutritious foods your kids will love – with Eating Right Kids, Bugs Bunny and the whole cast of Looney Tunes characters!

WOMAN:

Nutritious foods my kids will actually want to eat?

ANNOUNCER:

Not just eat them – LOVE them. Because Eating Right Kids! is a complete line of better-for-you foods, packed with the great tasting flavors kids crave.

BUGS:

So mealtime and snacktime just got a whole lot easier – and fun.

WOMAN:

Great tasting foods that are easy, nutritious and fun? Sounds like I’m going to love them too.

ANNOUNCER:

And since Eating Right Kids! is a complete line –you’ll find cereals, juices, fruit cups, vegetable and lunch packs, frozen entrees... just to name a few.

BUGS:

Hey Doc, don’t forget the chewy snack bars and pudding – kids love that stuff.

WOMAN:

So, with a complete line of convenient, great-tasting foods to choose from, getting my kids to eat right will be easier than ever.

ANNOUNCER:

That’s right. Just head to Safeway and look for the spots on every Eating Right Kids! package.

BUGS

Ahhem...aren’t you forgetting somethin’ Doc?

ANNOUNCER:

Oh right, and Bugs Bunny and the rest of the Looney Tunes gang. With Eating Right Kids!... it’s easy to spot what’s in it – or not!