

Radio Treatment

DESCRIPTION: Doodle's Cupcakes is a bakery that specializes in cupcakes, but also serves other delicious treats, such as cookies and casseroles. There are many different flavors of cupcakes, as well as some classic flavors, such as Red Velvet, Banana's Foster, Chunky Dunk, Chocolate Caramel Cream, Carrot Cake, Lemon Blueberry, and more sweet flavors. The casseroles are chicken, beef, or meatless, such as Chicken, Broccoli, and Rice, Sheppard's Pie, and Hash Brown Casserole. There are different sizes available and Doodle's offers something for everyone.

PURPOSE: The purpose of this commercial is to highlight the delicious cupcakes available at Doodle's, but more importantly, to highlight the other great treats available, like the casseroles and cookies. The viewer should feel comforted in knowing the wide range of options served, while craving to try a casserole for dinner. Casseroles and cupcakes and great gifts from parents to students during finals week or birthdays, so student should be aware that their parents can place orders. The location (little pink building behind the post office) and hours (12-6 on Tuesdays and Thursdays) will be mentioned in the commercial.

TARGET AUDIENCE: The target audience is college students, who will relay the message to their parents about buying casseroles and cupcakes during finals week or birthdays. Both male and female college students will be targeted, particularly people who are busy during the week and looking for comfort food. Doodle's is moderately priced, so college students with a low income can splurge on a delicious meal once a week, or buy cupcakes for their friends during birthdays and other celebrations.

APPROACH: The approach of the commercial will be a conversation between a stressed college student and his friend, providing an emotional and comical approach. The comedy will be used to lighten the mode and make Doodle's appear like a fun place to eat. The emotional aspect will allow college students listening relate to the stresses of school and work. The last technique that will be used is repetition. Every time "Doodle's Cupcakes" is said, a line that says "and casseroles!" will be said to remind people that Doodle's offers more than just solely cupcakes. The scene will involve a student complaining about an abundant amount of homework and the friend suggesting he pick up a casserole, while incorporating comedy, emotion, and repetition.

AUDIENCE PERCEPTION: The audience will see two college students complaining about homework and work, all while being hungry. It will take place in their apartment during late afternoon after their classes and work. Once their conversation ends, there will be background music playing while one of the characters announces the hours and location of Doodle's Cupcakes. It will be simple, yet memorable from the comedy aspect.

SUMMARY: The commercial will involve two college students complaining about work and homework, and how they are hungry for dinner. It will be a lighthearted and funny commercial that captures college students by being relatable. The goal and concept for this commercial is to engage busy college students to try a quick solution for dinner: buy a casserole at Doodle's. After the conversation ends, there will be basic information stated about the hours, location, and other services. This will allow for a short, funny commercial, but one that provides

information about the business and where it can be found. This will allow the goal of letting people know about Doodle's and highlighting the casseroles, be achieved.

Client: Doodle's Cupcakes
Project: :30 Radio Script
Agency: Meredith Productions
Air date: October, 2018

SFX: (CLOCK TICKING: INCREASES VOLUME)

FEMALE VO (frustrated/stressed): I'm so tired! I have three tests this week and no groceries. I'm freaking out, and I have so much to do. My life is falling apart!

SFX: (RECORD SCRATCH)

MALE VO: Hey....calm down...have you had Doodle's today?

MUSIC IN BACKGROUND FADES IN

SFX: (STORE BELL RINGS)

MALE VO: Doodle's Cupcakes is the perfect fix for all of your sweet or savory cravings! Stop by today to try one of our cupcakes or bring home a casserole home for your roommates. Parents can place orders for their hungry college students. Doodle's Cupcakes is open Tuesday through Thursday from 12-6. It's the little pink house on North Jefferson Street.

SFX: MUSIC OUT