

Radio copy

Date _____ Client **Macy's Christmas** Job number _____

Title & length **Gift Certificate: 30** Product **Generic**

Commercial number _____ As produced date _____

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"GIFT CERTIFICATE" :30

Woman: I don't know what to get Aunt Lotte for Christmas. She's so picky. What am I going to do, Sam?

Man: How about a subscription to a magazine?

Woman: She says reading hurts her eyes.

Man: How about a trip to the country?

Woman: Her legs swell up and she hates the cold.

Man: How about a recipe book.

Woman: She can't eat anything because it makes her skin react.

Man: How about a trip to a spa?

Woman: She won't put her purse down anywhere.

Man: Get her a Macy's gift certificate. Macy's has everything.

Woman: My hero.