

Radio copy

Date _____ Client **Saratoga Potato Chips** Job number _____

Title & length **Saratoga Brand Love: 60** Product **Generic**

Commercial number _____ As produced date _____

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"SARATOGA BRAND LOVE" :60

I love 'em 'cause they're real curvy
I love 'em 'cause they're realistic
I love 'em 'cause they're crumbly
I love 'em 'cause they're useless
I love 'em 'cause they're yellow
I love 'em 'cause they've got craters in 'em
I love 'em 'cause they're noisy
I love 'em 'cause they're modern
I love 'em 'cause they won't leave you alone
I love 'em 'cause I can't describe 'em
I love 'em 'cause my brother hates 'em
I love 'em 'cause my sister thinks I hate 'em
I love 'em 'cause they're my little secret
I love 'em 'cause I don't have to explain.