

Radio copy

Date _____ Client **Sony UX Tapes** Job number _____

Title & length **Top Me Up: 60** Product _____ **Generic**

Commercial number _____ As produced date _____

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"TOP ME UP" :60

Person: It was just another boring, horrible day like any other. I wondered why I was alive. Nothing mattered. Cassandra had left me three weeks ago and my dog had died last month. My friends were all in the hospital, if you can call them friends, the lousy bums. Well, who was I to talk; I wasn't interested in anything. I had lost six jobs in four and a half weeks and was resorting to selling my antique pens to buy a sandwich. I felt low.

Then I saw it.

Lying there innocently, as if I could just take it or leave it, no sweat. A brand new Sony UX tape cassette with my name, Joe, written on it. I stared at the happy container lying on the bathroom floor. I dared it to go away, but it wouldn't. I let it wonder if I was going to play it for about two hours and then I couldn't take it any more. I had to know what it was trying to tell me.

So I played it.

The sound came tumbling out as if from a different dimension. My mean old bones wanted to dance. I heard music where there had been none. I did the foxtrot, the mambo and something of my own devisings. I washed my face while the notes played on. I called Cassandra and told her I didn't care and she sounded like she did. And I laughed. I smiled. Who would have thought that because of one really clear sounding Sony UX cassette I'd start my own business and own all these hotels, but it's a true story.

Announcer: See how Sony UX cassettes can clear your head too.