

Rhino Shield

Product: Ceramic Wall Coating

Client: Rhino Shield

Title: ROWDY the Rhinoceros

Writer: (Gwen)

Length: 2 minutes



ROWDY the Rhinoceros

Source

Audio

(music: ROWDY the Rhinoceros theme or jingle)

JINGLE

*Show the world that you are wise and prosperous
And take a cue from ROWDY the Rhinoceros.
He is covered with armor that is thick and dynamic,
Just like the product named **Rhino Shield Ceramic**.*

ANNOUNCER

Doesn't it sound like old ROWDY means business?

ANNOUNCER

(SFX: Applause from studio audience)
Yes he does and that is because he represents the premier company in the

Rhino Shield

home exterior coating industry, **Rhino Shield**. The **Rhino Shield**

Source

Audio

Patented ceramic coating has been the choice of discriminating and wise homeowners for the last two decades.

ROWDY (Animated voice) ***Rhino Shield*** kicks all the outdoor elements to the curb!

ANNOUNCER

That's for sure ROWDY. ROWDY's enthusiasm is backed by both BASF Laboratories and the Better Business Bureau. ***Rhino Shield's*** reputation for ***best in class satisfaction*** is well earned, due in part to our honest, straightforward way of doing business.

ROWDY (Animated voice) ***And we don't take any of your money until you are completely satisfied.***

ANNOUNCER

ROWDY knows that Customer Satisfaction is the sole principle we live by. We don't just talk tough, we back it up...

Rhino Shield

Source

Audio

Like a rhinoceros' coat of protective armor, **Rhino Shield** waterproofs, resists those salty marine winds, stands up to typhoon-like gusts and has a Class A fire rating.

ROWDY (Animated voice) And we kick your energy bills in the b____.....

ANNOUNCER

..... Bottom ROWDY... to the bottom of your household expenses. You are cooler in the heat of our summers and warmer in winter, without having to crank that money-sucking thermostat...

All that and you will be the envy of the neighborhood. The Jones will be scrambling to find out the secret of your bright shiny home, the one that doesn't need painting and comes in 1500 different colors.

ROWDY (Animated voice) *If you want to defeat the worst **Mother Nature** can dish out, call xxx-xxx-xxxx and tell them you heard me, ROWDY the Rhinoceros on the radio.*

Rhino Shield

(Music: Rhino Shield jingle)

Source

Audio

JINGLE

*Show the world that you are wise and prosperous
And take a cue from ROWDY the Rhinoceros.
He is covered with armor that is thick and dynamic
Just like the product named **Rhino Shield Ceramic**.*

ANNOUNCER

So listen to **everyone's** favorite rhinoceros and call one of our expert schedulers at xxx-xxx-xxxx or sign up online right now at

ANNOUNCER

_____.com. Call your local **Rhino Shield** contractor or click on and sign up at _____.com. It will be the best decision you will make all year!

Rhino Shield



Note from Gwen:

I envision this radio spot as part of a multi-media campaign across all platforms, from print to television, not necessarily in that order.