

## **JULY BLIZZARD OF THE MONTH 30 SEC RADIO AD**

**Run: June 22 – July 31**

Background Music / Sound Effects: Fireworks

### **Ad Copy:**

\*Play fireworks sound effect for about 2 seconds, then begin VO\*:

VO: Dairy Queen's having a party and you're invited! That's right! DQ's got Blizzard Treats and fireworks (*pause*) Oreo Cookie Fireworks!

The classic Oreo Blizzard we all know and love is getting an *electrifying* makeover! Combined with bursts of popping candy, the New Oreo Cookie Firework Blizzard is guaranteed to create an explosion of flavor in your mouth!

From now through the entire month of July, you can celebrate Independence early by visiting any Dairy Queen location and ordering the New Oreo Cookie Firework Blizzard of the Month!

Don't be late to the party! There's always a reason to celebrate with DQ!

Dairy Queen. This is Fan Food, not fast food.

## **AUGUST BLIZZARD OF THE MONTH 30 SEC RADIO ADS**

### **OPTION 1:**

**August Blizzard of the Month Ad 30 Second Radio Script**

**Run: August 1, 2018 - August 31, 2018**

Background Music: We Found Love (Instrumental) by Rihanna

### **Ad Copy:**

\*Background Music to be played for entire ad\*

VO: We found love all summer long with Dairy Queen's delicious Summer Blizzard Menu!

From Oreo Fireworks to the Summer Berry Blizzard, Dairy Queen had something special for everyone!

Now, during the month of August, DQ's dishing out their final Summer Blizzard, the classic Twix!

Blended with crunchy Twix cookie bar pieces and a caramel topping all wrapped into a vanilla soft serve, there's no wonder why DQ's got all the love!

Stop on in for the entire month of August to get your hands on the delicious Twix Blizzard of the Month and let DQ help you end your summer on a sweet note! Dairy Queen. This is Fan Food, not fast food.

## **OPTION 2:**

### **August Blizzard of the Month Ad 30 Second Radio Script**

**Run: August 1, 2018 - August 31, 2018**

Background Music: Don't Stop the Music (Instrumental) by Rihanna

#### **Ad Copy:**

\*Background Music to be played for entire ad\*

VO: It's August, but don't kiss summer goodbye just yet because Dairy Queen's got one more flavor on their Summer Blizzard Menu that's *just for you!*

All month long, you can head on over to your favorite DQ and enjoy the Summer Twix Blizzard!

With a tasty mix of Twix cookie bar pieces and caramel topping in a vanilla soft serve, there's no better way to close out summer than with the Summer Twix Blizzard!

Don't stop the music!! Keep this party going all the way to Dairy Queen! This is Fan Food, not fast food.

## **OPTION 3:**

### **August Blizzard of the Month Ad 30 Second Radio Script**

**Run: August 1, 2018 - August 31, 2018**

Background Music: 24K Magic (Instrumental) by Bruno Mars

#### **Ad Copy:**

\*Background Music to be played for entire ad\*

VO: End summer with a bang with Dairy Queen's final Summer Blizzard... Twix!

This Classic Blizzard is the perfect way to wrap up your summer and head into Fall as it deliciously combines crunchy Twix cookie bar pieces and a caramel topping all in a vanilla soft serve.

Hmmm... it tastes like 24 Karat Magic!

Head on over to your favorite DQ and get YOUR hands on a Twix Blizzard before summer ends!

Dairy Queen. This is Fan Food, not fast food.

#### **OPTION 4:**

##### **August Blizzard of the Month Ad 30 Second Radio Script**

**Run: August 1, 2018 - August 31, 2018**

Background Music: Wild Thoughts (Instrumental) by DJ Khaled, Rihanna & Bryson Tiller

#### **Ad Copy:**

\*Background Music to be played for entire ad\*

VO: Dairy Queen's got something special for you!

The Classic Twix Blizzard we all know and love is here to bring your summer to a *wild* end!

Blended with pieces of Twix cookie bars and a caramel topping all in a vanilla soft serve, this Blizzard of the Month is sure to end your summer on a high note!

Grab a friend, or keep one for yourself, and head on over to your favorite DQ to get a taste of the delicious caramel and chocolate cookie Blizzard! Dairy Queen. This is Fan Food, not fast food.

#### **LIVE LINER:**

DQ's Twix Blizzard is the perfect way to complete the Summer Blizzard Menu!

Packed with chunks of Twix cookie bar pieces and a caramel topping all blended in a vanilla soft serve, there's no better way to end summer and welcome Fall!

Visit any DQ location for the entire month of August to get your hands on the classic Twix Blizzard, but hurry! This treat is only available while supplies last!