

Nationwide Tax Solutions Creative Brief by The Radio Producers

Creative Brief: A Multi-Spot National
Radio Advertising Campaign

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Creative Brief and Concept Treatment:

The agency has approached the “scriptwriting and messaging” for Nationwide Tax Solutions taking into consideration key emotional elements for the consumer/client prospect of the company’s services.

- **The client/prospect KNOWS they have a problem**
- **The client/prospect (more than likely/usually) ignores the problem**
- **The issue of “ignoring” the problem plays dramatically into other variables, such as:**
 - **Pent up anger, frustration, embarrassment, stress**

These variables combined synergize creating a “viscous” (emotional) cycle, where “the longer you wait, the longer you procrastinate” and with that in mind, the “problem” (meaning the legal issues, the penalties, and interest) compound and get worse.

While most “tax relief” companies (seem to) stress (to varying degrees) the legal / IRS “threats” of Wage garnishment and levies as well as the “criminal” aspects of “tax evasion” (and “tax fraud”) the “facts” are that IRS prosecutes very few people (on a statistical basis) per year (see attached link) – (about 5,000 people per year are prosecuted for “tax evasion” issues) that leads to jail. The consumer naturally does not know this meaning they don’t know that statistically, it is unlikely they would actually go to jail, although “wage garnishment, levy’s, liens and property seizures” is possible and potentially likely. (Many advertisers heavily promote the “threat value”) to which there is some merit, but this seems to be a/the “predominant theme” occurring in the marketplace.

At this point in our “popular culture” mostly everyone knows, or certainly, has some sense or inkling, that:

- Not paying your taxes is not a good thing, and
- That not paying your taxes has bad consequences (garnishments, levies, liens, etc.)

With the above in mind, the agency **did not** take the approach that so many, if not all companies take with regard to their “messaging” that relies heavily on the above concepts.

Instead of reminding people what they already know about (the issues/problems with not filing taxes or being late on filing them, or being years behind on filing them) the approach was rather to “capitalize” subtly on the “feelings and psychology” of the “stress, frustration and anxiety” that is automatically accompanied by “not paying your taxes and/or having tax problems.”

The Space | The Competition

The landscape for “tax relief” is highly competitive. Many, if not most of the companies, as partly discussed above “stress” the “lein’s, levy’s and garnishments” aspect of “having tax problems with the IRS.”

Very few use credible “proof” concepts such as “we have been in business for x years, we have saved clients x amount of dollars.” This is critical. This is critical because mainly “everyone is competing for the same customer with very little differentiation in “quality and type of service” that is also tied to other areas such as “how long in business, whether or not the company is staffed/run by CPA, Attorneys and other “highly educated and specialized” professionals, such as Enrolled agents, etc.

With the above in mind, the Agency has relied on some of the key facts below, represented as bullet points, but woven into the scripts as both core and repetitive messages and messaging, for the purposes of consistency and repetition with the goal of creating a “brand value and brand perception.” They are as follows:

Major Proof/Credibility Point:

“Since 1997 our CPA’s and attorneys have helped more than 20,000 people save tens of millions of dollars in tax settlements with the IRS. We help clients overcome wage garnishments, bank levy’s, and property liens.”

The first sentence is 24 words – about 10 seconds, and in that 10 seconds we have significantly established the “credibility of the company” – it has been around for a long time, and it has a successful track record.

Part two of the above sentence is a statement intended to **“speak to ALL those out there” that “this is ALSO what the company deals with.”** These are keywords and phrases that the consumer has heard a million times over. We are just letting them know that we do this. The goal, of course, is to **get them to choose Nationwide Tax Solutions as the company they finally decide on letting help them “fix” their IRS problem.**

Psychological Relief Valve:

Given that we know the behavior pattern and background of “consumers’ avoidance of paying taxes, and the cycle it then creates” (as discussed above), the agency has taken two approaches to “mending, broaching and alleviating” this psychological stressor for the consumer in the following way(s):

- a) ‘They are not alone – meaning “other people, a lot of other people have tax problems.”
- b) Evidence of this surfaced in research revealing that: “more than 15% of American’s have some type of tax problem.” (see below)
- c) B above helps the consumer to “feel” that “they are not alone.” Which THEN helps them to address and/or deal with the problem (meaning, resolution of the problem).
- d) The psychological “subtext” of this is that – a) I am not alone, b) other people have this problem, c) a lot of other people have this problem d) therefore I should not feel bad/embarrassed e) these people are providing me “emotional relief about this problem I have f) I want to use/call these people because “they understand me and my problem”

IRS Statistics on Tax Evasion Investigations

<http://www.irs.gov/uac/Statistical-Data-for-Three-Fiscal-Years-Criminal-Investigation-%28CI%29>

<http://www.irs.gov/uac/Current-Fiscal-Year-Statistics>

Key Selling Point(s)/Messaging:

With the above noted overall psychology of a consumer “suffering from tax problems” the “relief valve” concept is augmented by the consumers’ ability to “solve their problem and get relief in ‘ten minutes’” And that is compelling.

Here is the copy point below:

“In less than ten minutes after becoming a client, we can help begin to stop your worrying. That’s right, 10 minutes. Call us right now and we’ll also send you our FREE Ebook on “Offers-in-Compromise” with the IRS.”

The above copy appears in the penultimate para of each of the spots. The “notion” that these “lingering” tax problems (could be months or years in the making and in their emotional background – hence “worrying”) **can be “solved/resolved” within “10 minutes”** is, as stated above, a compelling proposition, and we believe the “hook” that will resonate with the consumer.

Second major “hook” –

The FREE Ebook, while this on its own has merit, serves as an “added value reason/purpose” for the listener to call. Yes, the “10 minutes” could be, and should be enough; **but people like “FREE” stuff** (“Free” being singularly the most important word in all of advertising) and if you have an intelligent document that you can offer them that can help them “understand their problem and how to fix it” then the offer is improved.

Discussion / Explanation of the Spots

Agency has Written 9 Spots of varying production value.

Overview:

The agency’s writing of 9 spots was an organic creative extension of agency’s work on the project. In other words, when creating/producing/brainstorming specifically on a work/project, the ideas “take you where it takes you.” And hence, the campaigns evolve(d) as they have.

Spot Composition

- The nine spots written fall into three categories.
- Three are geared to general consumer audience

These are the “straight reads” with varying “skews” to attract a wide/mainstream consumer interest: They are titled as follows:

- IRS Anxiety
 - Concept: “millions of people have tax problems; the economy is terrible. Do not feel ashamed or embarrassed; you are not alone.
- Single Parent
 - Concept: Opener appeals to “single parents” and/or “divorced” people – that’s pretty much EVERYONE. It’s simply an “attention getter.”
- Business / Payroll Taxes
 - Concept: Simply to “appeal to the ‘business owner’ prospect. A potentially huge prospective audience/clientele.

Note 1:

The “body copy” and “close” to ALL spots remain, mostly, the same (minor tweaking here and there) for “timing” issues.

It’s the opening paragraph/intro that is the key difference/distinction.

In other words, we “now” mostly have our key selling points (messaging – why to use NWTS) **however, we are “trying” to appeal to various “mainstream audiences.”**

Note 2:

Please be aware that it is entirely possible, (and even suggested) that to get the maximum leverage (and potential value) from these three commercials Agency could produce these in two versions.

- a) One version would be a “male announcer voice” and the other with a “female announcer voice over.”
- b) Percentage-wise for little cost, you’d be appealing specifically to a significantly larger potential audience pool.
- c) Get “twice the number of spots at little additional cost.
- d) Even possible to run them separately on a “female skewed” station/network.

Testimonial Spots

Client originally expressed interest in being able to use “testimonial audio” client had obtained. Agency had indicated it would investigate the ability to do so given the varying qualities of audio recording for the respective speakers as well as the generally rambling and lengthy nature of these speakers and the subsequent ability to cut and edit together something useful, manageable and effective.

Agency advised client that it wasn’t until we “got under the hood” and analyzed the material from a content as well as “sound quality” perspective would Agency be able to determine a (potential) outcome for possible use of this material.

Agency is pleased to advise that is has been able to successfully extract and edit three different :30 second bits of testimonials that would be cut and produced into a :60 second commercial. Meaning – a :15 second intro – the :30 seconds of audio, the :15 second outro/close.

Below is an overview of what we achieved. In the Testimonial scripts attached herein we have physically included the actual: 30 seconds of each spot respectively (these are not “produced” spots), but merely the script along with the actual “audio” we edited and extracted for the purposes of accomplishing clients’ goal.

- a. **Agency was successful in its ability to edit the “testimonials” into usable material**
- b. **There were/are 9 “testimonials” comprising approx. 25 minutes of audio**
- c. **Agency produced a 3:35 minute “best of” montage**
- d. **As a consequence of the review and editing of the work, Agency was able to successfully edit (extract/remove and splice together) three separate sets of audio comprising :30 seconds each.**
- e. **These “three separate :30” second “testimonials” have now been leveraged into three separate :60 second radio spots.**

Nationwide Tax Comedy Club

The most difficult type of marketing/advertising to produce contains humor and comedy in some way. There are many reasons for this, but for the sake of brevity, humor (when addressing a “problem”) helps people “let down their guard(s).”

When a person/consumer does that, they are more amenable to “your message.” They feel a “resonant connection” that you “understand them.” If you can make someone laugh, or giggle, or smile, about “their problem” then a connection has been made, they are likely to “like you more” and that opens the door for them wanting to “do business with you and to work with you and/or your company.” **This is not a theory; this is a marketing/advertising maxim and the holy grail if and when achieved.**

Think about the money spent in -

- a) Producing “funny” advertising for the Super Bowl, and
- b) The amount of money to buy those ads to run?

Tens of millions of dollars just on that one day to “premiere” those spots that will then run for at least another six months, or even the rest of the year. All told hundreds of millions of dollars.

Geico Insurance and Progressive Insurance

Insurance – since when was “insurance” funny? The answer: When Geico and Progressive advertising suggested so.

Both of these companies strive to produce “humorous” commercials, and moreover they produce a lot of them. Each company has at least three “different” humor-based ads running simultaneously. They do this for a reason. They work. But, they are singularly the most difficult type of advertising to produce.

The Radio Producers is pleased to advise that it has written 4 Humor/Comedy Spots:

- **Nationwide Tax Comedy Club (3 versions)**
- **Celebrity Tax Evaders – 1 spot**

Nationwide Tax Comedy Club “leverages” the concept with the Agency having scripted three different spots.

The underlying DNA that drives ALL of comedy is “conflict” and “tension” and it’s the ability to “break” or “release” the tension, which is what “causes” comedy.

The other “driver” of comedy is “incongruity” – put two “incongruous things together” and there are the makings of a “comedic situation.”

This makes “tax relief” exceedingly “ripe” for a “comedic” situation. We know we have people under stress. And what better “stress reliever” than --

- a) a joke, but even better/more than that**
- b) a Comedy Club (environment).**

Further, in the specific instance as related to the clients’ business/genre, (as much of a generalization and stereotype as it may be) we know/believe/feel that accountants/CPA’s (auditors, etc.) are for the most part known to be “not funny.” The logic prevails then that having an “accountant by day and stand-up comic” at night has all the ingredients of humor/comedy.

Comedy Caution: Critically Important Note

While humor/comedy is especially personal, which means “subjective” it must be stated that while these spots, purely from a “comedic” point of view may not be “gut busting” hysterical, nor, most importantly, do they have to be.

First of all, we are fighting an exceedingly short period of “time on stage” – in this case; each spot only provides/allows for approx. :20ish seconds for the actual “time on stage for humor/jokes” – and that is a serious challenge. However, we believe that challenge has been met. At a minimum, these spots are amusing, cute, entertaining, and funny, again, maybe not “gut busting laugh out loud” funny, but all we want and need to do is get someone to “smile and appreciate the spot/humor” for

- a) Its cleverness, and**
- b) For what it is**

And what it is is a humor spot on a topic and subject that is inherently stressful in a competitive landscape that has never before been done – hence, your company’s groundbreaking “voice” and “national level” presence in this arena.

Celebrity Tax Evaders

Concept, Logic, Overview:

It is a part of our popular culture consciousness that “we know” that there are many celebrities, politicians, businessmen, and others of this same high profile stature that have had problems with the IRS. Highly visible cases. Millions of dollars paid in taxes. Many many of these people have gone to jail. This spot utilizes well-known celebrity (voice impressionists) **to serve as the “celebrity talking about why not to mess with the IRS.”** (The various “punchlines” will not be revealed here, they are in the spot).

A commercial that taps into and “leverages” this concept, is just plain clever, funny and highly memorable - (the holy grail of advertising).

It shows that “no one” is immune from (the long reach and consequences of not complying) with the IRS.

Additional Notes & Considerations for the Humor/Comedy Spots

It is the agency’s position that these spots would NOT become the “predominant” spots that are being aired but that more so these spots are “accents” to the “brand building” being engaged in and created by the clients advertising. What does this mean? It means that these spots will be “sprinkled” into the overall radio buy.

Here’s an example of the overall “spot composition.”

- Three Serious Spots
- Three Comedy Club Spots
- 1 Celebrity Tax Evaders Spot

A proposed monthly radio buy/schedule might look something like this:

- 1 from the serious spot(s) – 70% prominence
- 1 from the “Comedy Club” spot(s) – 15% prominence
- 1 Tax Evader Spot – 15% prominence

Radio Buy Given this “spot composition” we can “mix and match” various spots, we can “test/measure” results, AND we also will have at least one year’s worth of radio spots produced. From an efficiency and cost-effectiveness point of view, this is an ideal scenario.

AND NOW, HERE ARE YOUR RADIO SPOTS...

9 SCRIPTS / 4 SPOTS PRODUCED – EMBEDDED LINKS TO LISTEN

Spot Title: IRS Anxiety

Time/Length: :60

Male Anncr 1:

Think you're the only one with back tax problems? You're not. According to the IRS more than 15% of American's have problems with the IRS. That's millions of people. You are not alone. Do not feel ashamed, do not feel embarrassed. The economy has been terrible these past years. American's are hurting and can't pay their bills. If you have back tax problems, we can help. 66 / :21

Since 1997 our CPA's and attorneys have helped more than 20,000 people save tens of millions of dollars in tax settlements with the IRS. We help clients overcome wage garnishments, bank levy's, and property liens. If you have a back tax problem with the IRS it is not going away. 46 | :15

In less than ten minutes after becoming a client we can help begin to stop your worrying. That's right, 10 minutes. Call us right now and we'll also send you our FREE Ebook on "Offers-in-Compromise" with the IRS. 40 | :12.5

Annkr 2: Dial #250 on your cell phone right now and say "Nationwide Tax" and you'll automatically be connected to our office and receive a text with a link to our website. Dial #250 and say "nationwide Tax" 36 | :11.5

LISTEN TO THIS PRODUCED SPOT NOW:



Spot Title: Businesses/Payroll Taxes

Time/Length: :60

Male Anncr:

Its been two years, three years, four years or more since you filed your taxes and now you're afraid to. Are you a business owner and haven't paid your payroll taxes? You know you need to, but you're afraid to. If your stack of mail from the IRS is piling up, so are the interest and penalties. Your IRS problems will not go away by itself. Stop worrying. We can help. 71 | :21

Since 1997 our CPA's and attorneys have helped more than 20,000 people save tens of millions of dollars in tax settlements with the IRS. We help clients overcome wage garnishments, bank levy's, and property liens. Call us, right now. :15

In less than ten minutes after becoming a client we can help begin to stop your worrying. That's right, 10 minutes. Call right now and we'll also send you our FREE Ebook on "Offers-in-Compromise" with the IRS. 40 | :12.5

Dial #250 on your cell phone right now and say "Nationwide Tax" and you'll automatically be connected to our office and receive a text with a link to our website. Dial #250 and say "Nationwide Tax" 36 | :11.5

LISTEN TO THIS PRODUCED SPOT NOW:



Spot Title: Testimonial Commercial 1: Vargas

Note: can do alternate version with female VO (specifically to appeal to female audience)

Male (and/or) Female Voice Over

Intro: 15 seconds

If you have a back tax problem with the IRS, we can help. Since 1997 our CPA's and attorneys have helped more than 20,000 people save tens of millions of dollars in tax settlements with the IRS. Listen to what some of our clients have to say: 47 | :15

Insert already cut/produced: 30 second testimonial

Outro/Close: :15 seconds

In less than ten minutes after becoming a client we can help begin to stop your worrying. That's right, 10 minutes. Call us right now and we'll also send you our FREE Ebook on "Offers-in-Compromise" with the IRS. 40 | :12.5

Dial #250 on your cell phone right now and say "Nationwide Tax" and you'll automatically be connected to our office and receive a text with a link to our website. Dial #250 and say "nationwide Tax" | 11.5

LISTEN TO THIS PRODUCED SPOT NOW:



Spot Title: Testimonial Commercial 2: “Bailey-Bill”

Male (and/or) Female Voice Over

Intro: 15 seconds

Note: can do alternate version with female VO (specifically to appeal to female audience)

Intro: 15 seconds

If you have a back tax problem with the IRS, we can help. Since 1997 our CPA’s and attorneys have helped more than 20,000 people save tens of millions of dollars in tax settlements with the IRS. Listen to what some of our clients have to say: 47 | :15

Insert already cut/produced: 30 second testimonial

Outro/Close: :15 seconds

In less than ten minutes after becoming a client we can help begin to stop your worrying. That’s right, 10 minutes. Call us right now and we’ll also send you our FREE Ebook on “Offers-in-Compromise” with the IRS. 40 | :12.5

Dial #250 on your cell phone right now and say “Nationwide Tax” and you’ll automatically be connected to our office and receive a text with a link to our website. Dial #250 and say “nationwide Tax” | 11.5

LISTEN TO THIS PRODUCED SPOT NOW:



SCRIPT ONLY / NOT PRODUCED

Spot Title: Single Parent

Length: :60

Male and/or Female VO – (alternate versions at clients discretion)

Are you a single parent? Did you have a difficult divorce? Are you having trouble paying the bills? If so, you are not alone. Things have been very tough financially for American's these past years and just making ends meet is difficult. Maybe you're even having tax problems? Even the IRS says that more than 15% of Americans have some type of tax problem. If you're one of them, we can help. 72 | :21

Since 1997 our CPA's and attorneys have helped more than 20,000 people save tens of millions of dollars in tax settlements with the IRS. We help clients overcome wage garnishments, bank levy's, and property liens. If you have a back tax problem with the IRS it is not going away. 46 | :15

(PRECLOSE)

In less than ten minutes after becoming a client we can help begin to stop your worrying. That's right, 10 minutes. Call us right now and we'll also send you our FREE Ebook on "Offers-in-Compromise" with the IRS. 40 | :12.5

CALL TO ACTION

Dial #250 on your cell phone right now and say "Nationwide Tax" and you'll automatically be connected to our office and receive a text with a link to our website. Dial #250 and say "nationwide Tax" 36 |:11.5

Script Only / Not Produced

Testimonial Commercial 3: “Kareem-Vargas”

Male (and/or) Female Voice Over

Note: can do alternate version with female VO (specifically to appeal to female audience)

Need Intro/body copy: 15 seconds

If you have a back tax problem with the IRS, we can help. Since 1997 our CPA's and attorneys have helped more than 20,000 people save tens of millions of dollars in tax settlements with the IRS. Listen to what some of our clients have to say: 47 | :15

Insert already cut/produced: 30 second testimonial

Outro/Close: :15 seconds

In less than ten minutes after becoming a client we can help begin to stop your worrying. That's right, 10 minutes. Call us right now and we'll also send you our FREE Ebook on “Offers-in-Compromise” with the IRS. 40 | :12.5

Dial #250 on your cell phone right now and say “Nationwide Tax” and you'll automatically be connected to our office and receive a text with a link to our website. Dial #250 and say “nationwide Tax” 36 | 11.5

Scripts Only / Not Produced

Spot Title: Celebrity Tax Evaders

Male AnnCR/Intro: (Direction note: read with TMZ style overzealous enthusiasm, tabloid style)

AnnCR: You know them as stars, but they've been behind bars -- famous convicted celebrity tax cheats tell their stories. 19 | :07

(Notes: Use 5 celebrity impressionists for the lines below)

Nicholas Cage: If the IRS is contacting you - :02.5

Martha Stewart: They're most definitely not looking to make lunch plans - :03

Chris Tucker: And they're definitely not looking to make friends, know what I'm sayin' - :03.5

Wesley Snipes: that's right...those mutha f*%\$ (bleep the expletive) are much worse than the paparazzi - :03.5

Jesse Jackson: I can tell ya from personal experience, your tax problems simply won't just go away - :04.25

Chris Tucker: Because if you don't take care of them... - :01.5

Wesley Snipes: It just might be YOU that goes away, and **I know** what I'm sayin' - :03.75

22.25 / 29.25

Sfx: jail door up and under

(take it from us): group response – adlibbing – yeah, that's right / uh huh / you got that right,

AnnCR: Maybe you won't ever get a chance to walk the red carpet like these celebrities caught for tax cheating... 19 | :04.5

Celebrity/Nicholas Cage: but as a client of Nationwide Tax Solutions you'll never have to explain that orange jumpsuit either. 17 | :04.5

38.25

- MORE NEXT PAGE -

(CELEBRITY TAX EVADER / CNTD – PG 2)

Anncr 2: (this is same anncr for all the other spots we're producing)

In less than ten minutes after becoming a client we can help begin to stop your IRS tax problems. That's right, 10 minutes. 23 | :08

46.25

Dial #250 on your cell phone right now and say "Nationwide Tax" and you'll automatically be connected to our office and receive a text with a link to our website.

Dial #250 and say "nationwide Tax" 36 | :11.5

57.25 secs

Celebrity/Martha Stewart: And while you might escape jail time for your IRS tax crime, you definitely won't escape the penalties and interest. 19 | :05.5

Total time: 62.25 (compress to fit)

(celebrities, in unision, various ad libs) – uh, huh / that's right / dat's right/ u ain't lying / u ain't kidding

Spot Title: Nationwide Comedy Cub – I

Production Note: Nightclub Scene: traditional comic sounding character

Male Nightclub Anncr: ...And next up at open mic...here he is, the King of the Calculator, the journal joy rider, the ledger lover; the one, the only Big Bad Bean Counter, tax Auditor by day, Comic by night... Ira... 37 | 11.5

Male Comic:

Hello, thanks...it's great to be here.... So... :02.5

Didja you hear about the cannibal Tax Accountant?

She charges an arm and a leg. - :04.5 (sfx: rimshot)

Ah, thanks, look, we got Doc Severinsen over there.... :03.25

So, why does Santa have an accountant in the USA?

So he can avoid Gift Taxes. (sfx: rim shot)...thank you...:07

What did the Tax Accountant do to liven up the office party

Not show up. :04

How do you know you've got a good tax accountant?

He's had a loophole named after him. - :04.5

25.75 sec's + 11.5 = 37.25

Male Anncr:

We're nationwide tax solutions, and there's nothing funny about the IRS, especially if you owe back taxes. Since 1997 our CPA's and attorneys have helped more than 20,000 people save tens of millions of dollars in tax settlements with the IRS, but we're also not quitting our day jobs. 49 | :16.5

Dial #250 on your cell phone right now and say "Nationwide Tax" and you'll automatically be connected to our office and receive a text with a link to our website. Dial #250 and say "nationwide Tax" 36 | :11.5

Time: 65.25 (compress and pick up "tenths" on reads)

Optional/Time to fit/ read this as a "catch line" just to have: ...because your IRS problems are no joke. 9

Spot Title: Nationwide Comedy Club: 2

Production Note: Nightclub Scene: traditional comic sounding character

Nightclub Anncr: ...and next up at open mic...here he is, the King of the Calculator, the journal joy rider, the ledger lover; the one, the only Big Bad Bean counter, tax Auditor by day, Comic by night... Ira... 37 / **:11.5**

Comic:

Hello folks, I'm IRA, yes, I-R-A, I'm an accountant by day and just so you know, you can't laugh until you're 59 and a half... (rim shot) ... 25/ **:07**

So who here knows the difference between A Lien and a Levy...(anyone, anyone) 13 / **:04**

A *lien* happens when you owe the mob money, a *levy* happens when you owe the IRS money, (rim shot) 18 / **:05** (thank you)...

Speaking of Levy... (*direction note: pronounced L-e-v-e-e*) what's the difference between a Wage Levy, A Bank Levy and A Eugene Levy?...You can never get rid of a **Eugene Levy**... 25 / **:08**

:24 + 11.5 = 35.5 secs

Male Anncr:

We're nationwide tax solutions, and there's nothing funny about the IRS, especially if you owe back taxes. Since 1997 our CPA's and attorneys have helped more than 20,000 people save tens of millions of dollars in tax settlements with the IRS, but we're also not quitting our day jobs. 49 | **:16.5**

Dial #250 on your cell phone right now and say "Nationwide Tax" and you'll automatically be connected to our office and receive a text with a link to our website. Dial #250 and say "nationwide Tax" 36 ... **36 | 11.5**

35.5 + 16.5 + 11.5 = 63.5

(compress and pick up "tenths" on reads)

(optional for time): Because your IRS problems are no joke. 9

Spot Title: Nationwide Comedy Club 3

Production Note: Nightclub Scene: traditional comic sounding character

Prod Note: (this intro is different than the other 2 club spots)

Nightclub Anncr: ...and next up at open mic...here he is, the King of the Calculator, the Big Bad Bean Counter, and the only way he gets to stretch his legs avoiding deep vein thrombosis, tax Auditor by day, stand-up Comic by night... Ira...
40 / :12

Comic:

Hello folks, I'm IRA, yes, I-R-A, I'm an accountant by day and just so you know, you can't laugh until you're 59 and a half... (rim shot) ... 25/ **:07**

So, lemme ask ya...why do ya think people are afraid of Wage Garnishment...anyone...it's hard to swallow... 16 / :06.5

You're probably wondering, how come more accountants don't do comedy? Well, it's hard to keep your interest? (rim shot) 16 / :06.5

:19 + :12 = :31

Male Anncr:

While Ira might be the most *taxing comic* you've ever met, he has *your interest* at heart. And so do we. 22 | **:05.5**

We're nationwide tax solutions, and there's nothing funny about the IRS, especially if you owe back taxes. Since 1997 our CPA's and attorneys have helped more than 20,000 people save tens of millions of dollars in tax settlements with the IRS, but we're also not quitting our day jobs. 49 | **:16.5**

Dial #250 on your cell phone right now and say "Nationwide Tax" and you'll automatically be connected to our office and receive a text with a link to our website. Dial #250 and say "nationwide Tax" 36 | **11.5**

:31 + :5.5 + :16.5 + :11.5 = 64.5

(compress and pick up "tenths" on reads)
