Enzo Cianelli

Podcast Rough (extremely) Draft

Joyful kid music plays

Me: Have you heard of this new toy? Forget asking your parents for a dog, cat, or boring fish. Now, one can get a Gen Pet!

Other: What’s a Gen Pet?

Me: Gen Pets are new genetically engineered pets just for you!

Other: But what makes them so much better than any other regular pets?

Me: They have been engineered to suit the owner to whatever personality they would prefer. They are safe, loyal, and low maintenance.

Other: How do I know this is for real?

Me: Well, I have the man who created Gen Pets to tell you all about them. Hello Doctor, thank you for being here today.

Scientist: Thank you Enzo. Glad to be here

Me: So tell us some more about Gen Pets, why you made them, and why they’re the next new thing

Scientist: Information about Gen Pets

Me: That all sounds fascinating and to be quite honest, too good to be true. I brought out a happy customer here with us to tell us just how great her new Gen Pet is.

Customer: Pathos about how awesome Gen Pets are

Audience

I intend on making this a talk show style project in which the audience will be people tuning in to the radio on their way to work or school. It would seem this commercial would steer more toward adults that would like to have their kids learn some responsibility but hate the repercussions of having a large pet in the house. The adults would not only be swayed by the convincing information from the doctor that adults, for the most part, would understand, but would also give in to the heartwarming anecdote of the child that explains just how great it has been to have a Gen Pet. After all, this toy is for children, and adults would want their kids to be happy. Not only would they have the benefits of a small, safe, and low maintenance animal, but their children will be equally as pleased.