

“Boston Tea Party” :60 radio
2/18/04

CREATIVE STRATEGY: To demonstrate that BRAND A Ginseng Tea can help people relax and deal with the stress in their lives.

ANCCR: And now it’s time again for another edition of “History Dramatized.” Today, we listen in on that famous protest of import taxes, The Boston Tea Party.

SFX: (SOUND OF HAMMERING AND SPLITTING WOOD)

MAN 1: Hurry up and dump that tea over the side.

MAN 2: This will show ‘em for trying to tax *us*.

MAN 1: Throw the barrel over too.

MAN 2: Urrgh!

SFX: (SOUND OF A BARREL LANDING IN THE WATER)

MAN 2: Help me lift this barrel.

MAN 1: Wait a second. This one says ‘BRAND A Ginseng’ on it...Hmm, we’ve got time for one cup, don’t we?

MAN 2: I’ll boil some water.

ANNCR: BRAND A Ginseng Tea uses 100% Eleuthero Ginseng gathered from the remote mountain forests of Northeastern China. Ginseng tea helps normalize the body and protect it from stress. It’s also caffeine free and contains only 1 calorie.

SFX: (SOUND OF WATER POURING IN A CUP, THEN SIPPING)

MAN 2: Wow, this *is* good.

MAN 1: It might even be worth the tax.

ANNCR: And that concludes this edition of “History Dramatized”, brought to you by BRAND A Ginseng Tea. BRAND A...

SFX: (SOUND OF TEAPOT WHISTLING)

ANNCR: There when you’ve reached your boiling point.