



Ogilvy Public Relations Worldwide

AIRSTREAM
RADIO SCRIPTS

Option #1

[BOLDED WORDS ARE EMPHASIZED]

What will you find at AIRSTREAM.com? Those who've made the journey know it's about much more than even the world's finest travel trailers and motor homes. It's about a way of life...

[PAUSE]

So, how does one define **a way of life**?

... is it being the **star** of the company, a promotion at the **firm**, or following the **rules**?

[PAUSE]

Perhaps, for some.

[PAUSE]

But, like all Airstreamers, we expand our definition of "**a way of life**". . .

Such as, taking in a summer night's **canopy of stars** . . .

Or, the **firm** handshake from a new friend - made on the road . . .

Or, letting your inner sense of adventure **rule** your world.

[PAUSE]

Burlington, thank you for sharing your stars, shaking our hand and showing us *your* part of the world. Thank you for hosting the Wally Byam Caravan Club International 48th Annual Rally.

You're invited to be *our* guest, too, at AIRSTREAM.com. Here you can find a local Airstream dealer and learn how to . . . See more. Do more. Live More.

We're Airstream . . . **a way of life**.

INDUSTRY: Recreational Vehicles

TACTIC(S): Radio spots as part of a brand campaign timed with a customer event

TARGET(S): Host city and attendees of Airstream rally; heavily families & age 55+