



B R O A D C A S T

CLIENT: CALIFORNIA ACADEMY OF SCIENCES
TITLE: BODY MAKEOVER

SCRIPT: CSR 20468-0113-1
DATE: 1/9/13
REVISION: 1/24/13

RON FOTH ADVERTISING

"BODY MAKEOVER" – :60 RADIO

audio

THIS CONCEPT USES A CREATIVE APPROACH TO DESCRIBING THE MILESTONES OF HUMAN EVOLUTION. THE SPOT FEATURES A DOCTOR'S VOICE, AS IF THEY'RE GIVING A PATIENT A MEDICAL EXAM FOR COSMETIC SURGERY.

HOSPITAL PA SFX: DR. DARWIN...PAGING DR. DARWIN

SFX: KNOCK ON DOOR, DOOR OPENING, DOCTOR ENTERS

COSMETIC SURGEON: *(FRIENDLY DOCTOR, AS IF GIVING SOMEONE A CONSULTATION)*

HI, YOU'RE HERE FOR A CONSULTATION? *(LOOKING AT HIS CHART)* YOU'RE LOOKING AT A COMPLETE BODY MAKEOVER, IS THAT RIGHT? OKAY, GREAT. A COUPLE RECOMMENDATIONS I SEE RIGHT AWAY. FIRST THING, WE'RE GONNA WANT TO ELONGATE THOSE LEGS – THAT SHOULD CERTAINLY MAKE IT EASIER TO WALK UPRIGHT... AND THEN SHORTEN UP THOSE ARMS RIGHT HERE. NEXT, DEFINITELY WANT TO MAKE YOUR WHOLE BODY LARGER. OH, AND PROBABLY MOST IMPORTANTLY, YOUR BRAIN. I'M GONNA RECOMMEND WE GO BIGGER. DOUBLE, NO WAIT, TRIPLE IN SIZE. YOU'RE GONNA THANK ME FOR THAT. NOW, I RECOMMEND THIS HAPPENS GRADUALLY, NOT ALL AT ONCE. SHOULD TAKE ABOUT 7 MILLION YEARS OR SO. AND THEN WE'LL SEE HOW IT GOES FROM THERE.

ANNCR: SEE HOW EVOLUTION HAS CHANGED THE HUMAN BODY. EXPLORE "HUMAN ODYSSEY," A NEW EXHIBIT AT THE CALIFORNIA ACADEMY OF SCIENCES, IN GOLDEN GATE PARK. DISCOVER THE 7 MILLION YEAR JOURNEY WE ALL SHARE, FROM AFRICA TO TODAY. HUMAN ODYSSEY, AT THE CALIFORNIA ACADEMY OF SCIENCES. GET TICKETS AT CAL-ACADEMY-DOT-ORG.

ANNCR LINE: THE WORLDS ONLY AQUARIUM - PLANETARIUM - RAINFOREST - LIVING MUSEUM

SURGEON LINE: SHORTEN THE FINGERS AND MAKE THEM STRAIGHTER, THAT'LL GIVE YOU GREATER DEXTERITY FOR TOOL USE.