

SPEC:

Radio

A friendly-sounding ~~XXXXXXXXXXXX~~ just a hint of "sass," but still comes off as a welcoming host. Probably 30s to 50s, no real age preference.

SCRIPT

VO ANNCR: Right now at Furr's, enjoy all the fresh shrimp you crave in different tasty flavors you'll love, like coconut shrimp, golden-fried butterflied shrimp, or buffalo shrimp, every day after 4 p.m. Not sure which will be your favorite? Well, you don't need a favorite. That's like picking a favorite lotto to win. They're all awesome. So try every type of shrimp. Twice even. Because all of Furr's flavorful shrimp, and other entrees and sides, are all-you-can-eat for one low price. Choose your favorite shrimp or choose them all, right now, only at Furr's.

2007