

Job Title: 30 Sec Spot
Product: TAP Pest Control Insulation
Medium: Radio
AD Title: Yuck!

MUSIC: [upbeat instrumental song selection fade in]

WIFE: Yuck! I was storing our holiday decorations in the attic and noticed a cockroach crawling up a rafter.

HUSBAND: I think it is time to contact **[Insert your company name here]**.

WIFE: **[Insert your company name here]**?

HUSBAND: Yes, **[Insert your company name here]** offers preventative pest control with TAP Pest Control Insulation.

WIFE: TAP Pest Control Insulation?

HUSBAND: TAP stands for Thermal Acoustical Pest Control and is a superior insulation product that guards against mold and mildew, offers excellent acoustical control and fire resistance with year-round energy savings all while providing permanent pest protection backed by a lifetime warranty. TAP Pest Control Insulation also proudly bears the Energy Star seal.

WIFE: Now when did my husband become so smart?

HUSBAND: I married you didn't I?

WIFE: (Amused chuckle) I think you'd better call and schedule a complimentary attic inspection right now.

ANNOUNCER: Call **[insert your company name here]** today at **[insert company phone number here]**, that's **[insert company phone number here]** and schedule an attic inspection today. Remember, ask for TAP Pest Control Insulation.

MUSIC: Fade out

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