

Helzberg Diamonds

:30 Radio

Exclusivity: NONE – Radio

Intended use: Regional radio

SPECS: VO – MALE, 30-40, witty, conversational and helpful in tone. Confident, upbeat, not too announcer-y. There's a desire for a high-energy read, so feel free to provide a higher energy take in addition.

SPOT 1 – :30 Radio “Hard Hitting”

VO: Congrats, you just found your all-time-favorite-person-for-life.

Now it's time for a celebration. The kind where you find an amazing diamond for the one you love at a fair and honest price.

And you're only going to find it at Helzberg Diamonds.

They don't mark up to mark down like other stores. No, every diamond is hand-picked and priced right.

In fact, they're so sure about it, Helzberg matches any other store's price on a comparable diamond, guaranteed.

Just ask.

It pays to be picky.

Visit the diamond experts at Helzberg Diamonds. A Berkshire Hathaway company.