

BROWARD HURRICANE Spot :60  
KMKI – Miami  
by Clint Ford

***(SFX: Ambiance needs to shift from calm, lovely sounding weather— birds, etc—slowly into rain, and then thunder... toward the end of the spot, it needs to sound like torrential winds and hurricane conditions—wood splintering, glass breaking, etc)***

VO: Take a look at that house of yours. Nice paint job, clean windows, and what a lawn! Took you a while to get there, didn't it? All the time, and money, and effort... you probably don't want to sink another dime into the old place, right? You've done *enough*. ...*or have you?* This is *FLORIDA*, people. That means the winds can pick up, the ocean swells, and your house could be RUINED in a heartbeat. Why? No protection. You didn't want to sink another dime into the place, remember? You ignored everyone telling you that you *really should* check out Broward Hurricane and pick up some storm braces, or impact windows... something—*anything*—to keep your investment safe from the ocean's fury. –and, we're not just talking about boards, bricks and roofing. We're talking about the people *inside*. You've got a family to protect. –and when the hurricane's here... and all the hardware stores are sold out of their flimsy lumber.... It's too late. ***(SFX: storm sfx OUT)***  
---but it's not too late NOW. Call the nation's oldest and largest hurricane product manufacturer—before it IS too late. Broward Hurricane – 1-800-HURRICANE. Because for Florida, it's not *if*... it's *WHEN*... a hurricane will strike. Broward Hurricane. 1-800-HURRICANE.

(music out)