



Stand Out, Get Results

Anne Moss Rogers, Copywriter & Marketing Consultant

Job: Virginia Lottery Lucky Dog Scratch Game

Title: The Translator –Star Dog

:60 radio

Translator: Dogs all over Virginia are preparing themselves for Virginia Lottery's Lucky Dog Scratch Ticket Stardom.

With that in mind, Rover has a few demands he wants to communicate to his family.

Rover: *SFX SHORT BARKS Ruff ruff.*

Translator: (Guy has a sort of dead pan delivery) Before entering his photo, Rover insists you take a photo portfolio making sure to capture him in the most flattering light.

Rover: *SFX SHORT BARKS Ruff ruff.*

Translator: Rover also says he wants to be shampooed only by Tiffany, the tall blonde at Pets Poofing and Grooming.

Rover: *SFX SHORT BARKS Ruff ruff.*

Translator: If those demands are met, Rover will concede to two cuddles per day and fetch a limit of 3 sticks per week, as paw pedicure must be maintained.

Rover: *SFX SHORT BARKS Ruff ruff.*

Translator: And about that ghastly feline creature. Rover says she's got to go. Bad for his Lucky Dog image.

Translator taking on a VO style: Win up to \$10,000 with a Lucky Dog scratch ticket. If you lose, you can enter your dog for lottery ticket stardom. For the sake of the dogs, worst of luck to you.

Disclaimer: Odds of winning million dollar top prize 1 in xxx,xxx. Chances of winning sweepstakes are dependent upon number of entries received at the time of drawing.

Virginia Lottery

Helping Virginia's Public Schools



Client: Virginia Lottery Lucky Dog Scratch Game

Title: The Translator- Jealous Carly

:60 radio

Translator: Dogs all over Virginia are preparing themselves for Virginia Lottery's Lucky Dog Scratch Ticket Star Search.

With that in mind, Carly the cat has a few complaints and demands to be heard.

Carly: *SFX meoww*

Translator: (Guy has a sort of dead pan delivery) Carly says the resident canine, Henry, has become unbearably conceited since the family has decided to enter him as a Virginia Lottery Lucky Dog.

Carly: *SFX meow*

Translator: She says they spend too much time taking photos of Henry so Carly has **not** gotten the new scratch post she was promised.

Carly: *SFX angry meow*

Translator: In addition, that insufferable bird has been ignored and gotten noisier, making it difficult for Carly to get her 20 required naps per day.

Carly: *SFX Meow meow meow*

Translator: She can't live in the shadow of this star struck canine. She is threatening to return to the wild where she'll probably be gobbled up by wolves.

Translator taking on a VO style: Win up to \$10,000 with a Lucky Dog ticket. If you lose, you can enter your dog for lottery ticket stardom. For the sake of the dogs, worst of luck to you.

Disclaimer: Odds of winning million dollar top prize 1 in xxx,xxx. Chances of winning sweepstakes are dependent upon number of entries received at the time of drawing.

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