



CLIENT: Whirlpool
PRODUCT: Project Boost: Laundry Variation
MEDIUM: Radio Ad
SIZE: 30sec
KEY NO: MW/Whirl 5025 (Final)

JINGLE: Guess who's gotta keep the family clean?
Guess who's got a Whirlpool?

JINGLE BAND TRACK UNDER...

FEMALE VOICEOVER: Want a new washing machine?
How about one that:
Knows you're busy and is smart enough to save you time?
Cleans with care so your clothes look new for longer?
Can sense and adjust what it's doing; automatically?
And stops you hand-washing – forever!
Guess who has one?

JINGLE UP: Guess who's got a lot of reasons to smile?
Guess who's got a Whirlpool?

FEMALE V/O: Whirlpool. Inspired by you.