
RADIO SCRIPTS

Never underestimate the power of radio—it reaches far more customers than print advertising, no matter the time of day. Listeners get to know the on-air personalities and come to trust their broadcasts and recommendations—and by advertising your products and services via radio, you'll be able drive customers right to your front door.

With Hayward®'s professionally developed radio scripts, you can:

- » Generate ideas to help you launch your next radio ad campaign
- » Increase the effectiveness of your radio advertising
- » Give your business a boost by promoting its competitive advantages
- » Feature Hayward products of your choice
- » Reinforce the quality of Hayward products to potential customers

Radio scripts can be found in the Assets folder.

Radio Script

WASTED ENERGY (60 SECONDS)

ANNCR: (50 seconds)

You work hard, getting the most out of everything. You know there's nothing worse than wasted energy and we feel the same way about our pool equipment.

Here at [DEALER], we offer a full lineup of the most efficient equipment on the market, exclusively from Hayward. From [VS PUMP] to [HEATER], you'll find the industry-leading efficiency an energy-minded pool owner like you deserves.

So stop wasting time. Stop by [DEALER] today and save.

[DEALER TAG (10 seconds)]

Radio Script

LESS IS MORE (60 SECONDS)

ANNCR: (50 seconds)

At [DEALER], we believe your backyard pool should be an escape. A sanctuary. But sometimes, it's just...work. So much to do and not enough time to enjoy. That's why we offer the friendly service and industry-leading Hayward equipment you need to get in, get out, and get back to relaxing.

The buying process? *Painless*. The pad integration? *Seamless*.

When it comes to the pool, less is so much more. Because getting that chance to finally relax?

That's *priceless*. [DEALER] and Hayward: here to help you do less.

[DEALER TAG (10 seconds)]



Radio Script

HAYWARD (60 SECONDS)

ANNCR: (50 seconds)

From recreation to relaxation, the pool is the heart of your backyard. So let [DEALER] keep it running smoothly by helping you upgrade to industry-leading products from Hayward. They make owning a pool easy, affordable and environmentally friendly—and with the wide selection at [DEALER], your next upgrade is a lot closer than you think. So what are you waiting for? Stop by [DEALER] today to get the most out of your pool, so you can keep your backyard at its best.

[DEALER TAG (10 seconds)]

Radio Script

HAYWARD (30 SECONDS)

ANNCR: (20 seconds)

At [DEALER], we believe everyone deserves a getaway—and what better place to escape than your own backyard pool? At [DEALER], you'll find a wide range of industry-leading Hayward pool products that'll make your oasis easy to maintain and even easier to enjoy. [DEALER] and Hayward. Everything you need to turn your pool into your dream escape.

[DEALER TAG (10 seconds)]

Radio Script

HOLIDAY (60 SECONDS)

ANNCR: (50 seconds)

As [HOLIDAY] approaches, you should be spending your time with family and friends—not working on your pool. That’s why it’s a perfect time to stop into [DEALER] and upgrade your pool with industry-leading products, like [PRODUCT] and [PRODUCT]. With the efficiency and reliability of Hayward pool products on your side, you can relax and enjoy the holiday, knowing pool problems won’t get in the way. A great pool upgrade from [DEALER] and Hayward—now that’s a reason to celebrate.

[DEALER TAG (10 seconds)]

Radio Script

HOLIDAY (30 SECONDS)

ANNCR: (20 seconds)

As [HOLIDAY] approaches, you should be spending your time with family and friends—not working on your pool. That’s why it’s a perfect time to stop into [DEALER] and upgrade your pool with industry-leading products, like [PRODUCT] and [PRODUCT]. A great pool upgrade from [DEALER] and Hayward—now that’s a reason to celebrate.

[DEALER TAG (10 seconds)]