Miller Lite B "Can"

:60 Radio
SPECS: AVO: Male 40-50. A deep voice that sounds official and urgent, like a federal agent.

LENNY: Male 30-35. A regular guy. Slightly oblivious but not character-y. He's a real, normal guy running a store.

ANNCR: The following is not an actual phone call obtained by wiretap from Miller Lite authorities.

SFX: Phone ring/click

LENNY: Lenny's Food Mart, Lenny speaking.

MIKE: Lenny, it's Mikey the Face.

LENNY: Mikey the Face?

MIKE: Yeah. I'm calling to offer you…protection.

LENNY: Protection?

MIKE: Yeah. Protection.

LENNY: No. We don't need protection.

MIKE: *(pause)* Am I breaking up here? Cause it sounds to me like you said you don't need protection.

LENNY: We don't. We've got a cooler full of Miller Lite.

MIKE: Miller Lite? What are you, a wiseguy?

LENNY: No. Miller Lite can have a Taste Protector Lid. It's a special barrier that blocks out that metal can taste and locks in that great pilsner taste. You should come over and try one.

MIKE: *(pause)* How bout I come over there and mop the floor with you.

LENNY: Really? Thanks! I could use the help.

MIKE: Oh!

SFX: Dial tone

SFX: Pop/pour

ANNCR: Great taste deserves protection. The Taste Protector Lid from Miller Lite. Great taste…Less filling. Miller Brewing Company, Milwaukee, Wisconsin. Great beer. Great responsibility.