

Radio Concept: Old fashioned — Victrola (generic) :60 spot

This ad contrasts the old fashioned and the modern to illustrate how silly it is to use outdated electricity sources. At first it seems like you've been transported to another era as an old-timey 1920s DJ sets up the next song, which plays for a few moments before a record scratch brings us back into the modern world.

DJ Archetype: An over-the-top, old-timey 1920s radio show host or band leader with a slight nasal tone.

Announcer Archetype ANN: A Tina Fey or Ellen DeGeneres type with an approachable know-it-all quality.

SFX:

(Scratchy sounds like a really old recording with a tinny DJ voiceover)

VO, DJ:

Ladies and gents, up next is a swell little tune from Ted Weems called "You're the Cream in My Coffee."

This song is really the bee's knees.

SFX:

(crackly Victrola music begins to play then fades down as the announcer speaks)

VO, ANN:

You don't still listen to music the way folks did in the 1920s.

SFX:

(abrupt record scratch then a modern, ambient music bed)

VO, ANN:

So why are you using the same old-fashioned, expensive electricity from back then?

It's time for a better, cheaper, cleaner way to power your home.

It's time to switch to SolarCity—America's #1 solar provider.

No upfront costs.

No rigamarole.

No skyrocketing rates.

With SolarCity, you simply pay a lower energy bill from day one. And you get predictable low rates for decades to come.

Kind of makes your utility company seem like a fossil.

So shake a leg and plug into a brighter future with SolarCity.
Visit SolarCity-dot-com today to find out how much you can save.
That's SolarCity-dot-com.

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