



Radio Scripts for FROG® Pool Solutions

1. 15 second script
2. 30 second script
3. 60 second script

15 second ad:

Algae and cloudy water meet your match – FROG® Pool Solutions.
They're game-changers.
Put prefilled Pool Pods in the skimmer.
They go to work right away.
They make pool water perfect.
Get FROG Pool Solutions at **(store name)**.

15 second ad: Curative – FROG Algae Gone™

Get rid of Algae with FROG Algae Gone.
It's a game-changer.
Put prefilled Pool Pods in the skimmer.
They go to work right away.
They make pool water perfect.
Get FROG Pool Solutions at **(store name)**.

30-Second ad:

Put the bottle of algaecide down. FROG® Pool Pods are here.

They're SO much easier.

They prevent algae, cloudy water and eliminate phosphates. For 90 days. That means no more weekly treatments.

Just drop a Pool Pod in the skimmer basket. It goes to work immediately.

The job is done.

Prefilled Pool Pods mean no more messy, splashy bottles of liquid.

Why put up with algae worries or cloudy water?

Put FROG Pool Pods to work.

Pick them up at (store name).

60 Second ad:

Hello?

I'm calling about FROG® Pool Solutions. They prevent algae and cloudy water.

Who is this???

It's *your* pool!

Yes! The swimming pool in your backyard!

I know you're worried about me. I can see it in your eyes, every time you look at me.

But FROG Pool Solutions are game-changers.

They're prefilled, fast acting, dry, concentrated Pool Pods.

Put them in the skimmer. They go to work right away, dispensing within 24 hours.

And then, guess what?

No algae! No phosphates! No cloudy water!

For 90 days!

And no weekly treatments.

They're so easy – skip the bottles of liquid, forget measuring, and quit worrying about splashing, spilling or staining.

I know! They're incredibly easy.

You just Drop 'n Go! The job is done.

Stop by **(store name)** and pick them up.

I already told the skimmer basket to expect FROG Pool Pods.

We're all excited. We love clean, clear water.

Get FROG Pool Solutions at **(store name, address)**.