

This ad for a fictional product was written for a radio play

COMMERCIAL: DR. JEKYLL'S ENERGY DRINK

ANNOUNCER: Don't suffer from low energy. Get Dr. Jekyll's Energy Drink. No fat. No sugar. No caffeine. Just the energy you need whenever you need it, in a convenient pocket sized container. Now available in orange, lemon, and mint flavors.

MAN 1: I use Dr. Jekyll's Energy Drink to get me through that mid-afternoon slump. It really does the job for me.

MAN 2: Dr. Jekyll's Energy Drink is a great boost. My energy level is like it was when I was eighteen. My hair is growing back, too.

WOMAN 1: My husband and I used to be too tired to make whoopee more than about once a month. Now we both use Dr. Jekyll's Energy Drink and we're up to two or three times -- a day. Our honeymoon wasn't this much fun.

MAN 3: Since I started using Dr. Jekyll's Energy Drink, my buddies at the gym say they almost don't recognize me. I used to bench press one-ten, now I can do two-seventy-five. And it leaves my breath minty fresh.

ANNOUNCER:

Call 1-800-555-1234 today for your 30 day trial of Dr. Jekyll's Energy Drink at absolutely no risk. Only \$5.95 plus shipping and handling. Your money will be fully refunded if you are not totally satisfied.

(QUICKLY) Side effects may include: acid indigestion; itchy skin; tunnel vision; walking, eating, or sex while asleep; road rage; excitability; suicidal urges; suppression of conscience; memory loss; paranoia. Dr. Jekyll's Energy Drink may be habit forming. In rare instances, maniacal homicidal tendencies have been reported. These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease.