



Ocean Honda of North Hollywood RADIO
1218 R60 "We're Your Santa Claus"

SFX: Jingle bells

VO 1: 'Tis the season at Ocean Honda of North Hollywood, and we want to be your Santa Claus during our huge Blitzen Blitz event!

All month, we're giving you our great LOW prices on all our new Hondas and preowned vehicles. But during the Blitzen Blitz, we're also stuffing your stocking every day with fabulous prizes!

And one lucky winner will get their garage stuffed... with a BRAND-NEW CIVIC!

That's right: Now until December XX, you can scratch to win one of dozens of prizes! Just come in to Ocean Honda wearing an ugly sweater or a Santa hat, and we'll give you a game piece. Or, make a donation to Toys for Tots or our local food bank. There's no purchase necessary!

VO 2 (fade in from behind the VO): With a little old driver so lively and quick
Well, I knew in a moment it must be St. Nick
On their way to North Hollywood, his Hondas they came
And he whistled and he shouted and he called them by name

On Civic, on Ridgeline, on Pilot and Insight
On CR-V, on HR-V, on Odyssey and Accord
To the Christmas tree lot, to the shops at the mall
Now drive away, drive away, drive away all!

Check us out at OceanHondaNoHo.com, then come in to Ocean Honda on Lankershim Boulevard in North Hollywood, get your game piece, and find out if you'll win the biggest prize of all: A BRAND-NEW CIVIC.

Disclaimer: [Assuming there will be one since it's a contest.]

Will it work something like this? Mailing list members will receive a direct-mail piece with a scratch-off game piece (or make it redeemable for a game piece at the dealership), and others will be available at the dealership.