

**Client: Curves**  
**30-second radio ad**

*SFX: Party noises*

Woman 1: (whispering) It's Claire

Woman 2: (whispering) That's NOT Claire.

W1 and W2: (together) It's Claire.

W2: (surprised) But she's so...

W1 and W2 (together, enviously): Slim.

W1: She's lost a stone.

V-O: Curves Complete is the new, convenient way to lose weight and get fit. It's as simple as 1, 2, 3.

**ONE** – The Curves 30-minute fitness circuit

**TWO** – Customised meal plan

**THREE** – One-to-one coaching

W2: And she's still smiling. Don't you just hate her.

W1: Always have done, always will.

V-O: Lose weight the simple way. Text 80039 for a free consultation at your local Curves club in Aldershot, Camberley or Farnborough. And this month, if you donate £20 to Breast Cancer care, you can join for free.

**30 seconds**