

# Long's Horseradish

Integrated campaign

Final

Margot B. Urbanowicz

Introduction to Advertising  
ADV 109 OL1

I like you,  
but you make me cry.  
why?

'cause I'm real!

LONG'S  
100% PURE  
HORSERADISH

100% real. Dangerously addictive.

Long's Horseradish  
Billboard Advertisement  
Margot Urbanowicz



100% real. Dangerously addictive.

Long's Horseradish  
Print Advertisement  
Margot Urbanowicz

Media: Radio  
Product: Long's Horseradish  
Title: "'cause I'm real"  
Length: 60 sec.  
Date: 12.7.2008  
Writer: Margot Urbanowicz

We hear in the background the sound of a jar being opened.

Woman: Mmmm ...hi honey (very sensual voice)

Man: Hi baby (very deep and sensual voice)

Woman: I missed you.... Mmmmmm .... You taste so good

Man: mmmmmm, I missed you too

Suddenly we hear the same women crying

Man: O no... What happened ..... Why are you crying?

Woman: It's because of you!!!

Man: Ha????? What have I done now???

Woman: You always make me cry!!!!!!!!!!

Man: O no, not again!

Woman: I don't know how long I can stand this. I can't pretend any more.

Man: o baby.....

Woman: It is true...you look very nice, you are very tasty, you have no fat, no preservatives, low calories, you are 100% pure, always very fresh.....  
and you are soooo strong.

Man: See...

Woman: but...

Man: But what...?

Woman: But you always make me cry.... (woman is lamenting much louder now)

Man: That's 'cause I 'm real, not a faker from a corner shop.....

Woman: (still lamenting) I know, but ....

Man: I 'm not going to change, even for you. Do you want to be with me or not?

Woman: Yes.... I don't know.... Yes I want to be with you ...for ever....

Man: Well, You know which store I am usually in; if I 'm not here... just come and get me, Ok baby ...?

100% real. Dangerously addictive.