

Raley's

SPECS

Female or male; 25-40 years old. Our narrator is warm, friendly, and upbeat. She or he follows different shoppers throughout the store, commenting on their thoughts and feelings as they uncover all the possibilities of Raley's new low prices. This person is clever, funny, and entertaining. At times, they're one step ahead of our shoppers. And others, they're just as surprised as they are by all the great deals.

Copy (:60)

Yikes.. That's a long list with a lot of stops.

But what if Raley's, Bel Air, and Nob Hill lowered prices storewide every day?

Ok..you're skeptical..totally get it. I mean the proof is in the..

HUGE AVOCADOS! At this price? Well alrighty!

Let's see... chicken or beef. Chicken, beef, hi there...focus!

At this price, you can get them both and save a trip to the other store.

Mm fresh bread. And antibiotic free rotisserie chicken! That's like soup, sandwiches, and salads for the week!

Hey..did we just get everything on that list? What are you doing to do with all this free time?

Well, there ya go!

We heard you. And we've lowered prices storewide at Raley's, Bel Air, and Nob Hill.