

Client: **USDA FNS**
Project: **SNAP National Media Campaign**
Format: **Radio (Paid) :60**
Title: **"Interruption" (general audience)**
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Not only do lots of people have misconceptions about who's eligible for SNAP benefits, but they also have lots of questions. Thus, this concept attempts to bring some clarity through a playful interaction between a serious announcer from USDA and an everyday mom.

Music underneath

MALE ANNCR: *(clears throat)* The following message is from the U.S. Department of Agriculture. Did you know millions of Americans with low-income can get help buying food? Introducing SNAP. It helps you eat right when money's tight... (10)

MOM: Wait. Excuse me! Did you say SNAP? (2.5)

MALE ANNCR: *(taken out of his rhythm)* Uh, yea. SNAP is the new name for the federal Food Stamp Program. Lots of people with low income qualify for SNAP but don't know it. If you qualify, you'll get a card you can use to buy all sorts of foods, including fruits and vegetables. (10)

MALE ANNCR: *(Resumes announcer tone)* SNAP offers help to all kinds of people... (4)

MOM: So, wait... can I be eligible if I have a job?

MALE ANNCR: Yes.

MOM: But what if I have a car?

MALE ANNCR: Well, you may still qualify....

MOM: But ... I own my own house. So can I still qualify?

MALE ANNCR: *(laughs.)* Yes, you might. (8)

MALE ANNCR: Ok. *(announcer tone)* To learn more about SNAP, call ... (3)

MOM: Hold on. Let me get a pen. (2.5)

MALE ANNCR: Ok. *(understanding laugh)* Call 1-800-221-5689. 1-800-221-5689. That's 1-800-221-5689. SNAP. Putting healthy food within reach. (13)

MOM: Hey, thanks!

MALE ANNCR: You're welcome. (2)