

Radio Scripts

CAMPAIGN: TRUTH IS THE NEW SAVINGS • SPRING 2026

Instructions for Recording

These scripts are designed to be approximately 30 seconds in length. The dialogue between Michelle and Lacey should feel natural, conversational, and authentic to the Pittsburgh audience. The tone should be confident, honest, and reassuring.

Script 01: No Games

Duration: :30 seconds

MICHELLE:

"We don't raise prices to mark them down."

LACEY:

"You won't find "40% off" signs. Just the real price."

MICHELLE:

"Because fake sales don't save anyone money."

LACEY:

"And we're here to solve, not sell."

MICHELLE:

"Schedule your free consult at closetfactory.com."

TAGLINE: "That organized feeling."

Script 02: The Price Tag Game

Duration: :30 seconds

LACEY:

"Ever wonder how 40% off still feels expensive?"

MICHELLE:

"That's the game—inflate, then slash."

LACEY:

"We just skip the game."

MICHELLE:

"Real pricing. The first time. Every time."

LACEY:

"Get started at closetfactory.com."

TAGLINE: "No gimmicks. Just great value."

Script 03: Honest Numbers

Duration: :30 seconds

MICHELLE:

"Our quotes don't expire at midnight."

LACEY:

"No "today only" pressure. No fake countdowns."

MICHELLE:

"Just numbers you can believe in."

LACEY:

"Because trust shouldn't be seasonal."

MICHELLE:

"Schedule now at closetfactory.com."

TAGLINE: "Built like Pittsburgh. Priced with honesty."

Script 04: Room to Breathe

Duration: :30 seconds

MICHELLE:

"Life grows—kids, gear, hobbies. Suddenly your home feels tight."

LACEY:

"But that doesn't mean you need a new house—or a fake discount."

MICHELLE:

"We build real storage. For real homes. At real prices."

LACEY:

"The whole house just... exhales."

MICHELLE:

"Find your calm at closetfactory.com."

TAGLINE: "That organized feeling."

Script 05: Pittsburgh Straight Talk

Duration: :30 seconds

MICHELLE:

"We love this city. But we don't love games—on the field or in pricing."

LACEY:

"That's why we don't do "40% off" gimmicks."

MICHELLE:

"We give you our best number, the first time. Every time."

LACEY:

"It's just how things are done around here."

MICHELLE:

"Honest design. Honest price. closetfactory.com"

TAGLINE: *"Honest design. Honest price."*