

John Bracchitta Carbonite Radio Ad 2/29/16

Production Note: Tone and sound effects should mimic the tone of the Alfred Hitchcock film "Psycho."

MUSIC: "THE RAINSTORM" FROM PSYCHO BY BERNARD HERRMANN

SFX: THUNDER AND LIGHTNING. A CREAKY DOOR OPENS, FOOTSTEPS

NORMAN: Hi I'm Norman, WELCOME TO BATES MOTEL Twelve cabins and twelve vacancies...

JOHN: But I just booked a room online...

NORMAN: You did? Curses! The server must be down again. (whispered with slight rage) "Mother" will be so angry...

SFX: A fist slams on a counter

JOHN: (Unsure) Ok... You know, I run my own company too and I use CARBONITE BUSINESS for all of my ONLINE STORAGE. My data is ALWAYS ACCESSIBLE, even if there's an outage or hacking.

NORMAN: what about EMAILS? The computer in the parlor is pretty old...

SFX: BIRD SQUAWKING

JOHN: It STORES your emails instantly, AND BACKS THEM FOR YOU TOO. Perfect for if you have an older computer.

NORMAN: Well that sounds SWELL! (pensive) Although... things don't often go well when OUTSIDERS get involved at the motel... Oh well... you should probably TAKE CABIN 2. (angrily) Nevermind you, I'm just gonna FIX THESE SERVER PROBLEMS MYSELF...

JOHN: Sorry, I just meant well...

Norman: People always mean well... What type of business do you run anyway?

JOHN: It's a home remodeling and repair company. We specialize in bathrooms and showers.

NORMAN: (monotone) Showers?

MUSIC: QUICKLY CUTS TO THE "SHOWER SCENE" MUSIC FROM PSYCHO

SFX: FAINT SOUND OF AN ECHOED SCREAM FROM THE PAST

MUSIC: STOPS

NORMAN: Better let me get one of your cards...

JOHN: (frightened) Sure... I'm gonna go now...

MUSIC: STARTS AGAIN

SFX: BUSINESS CARD FLIPPING, JANGLING KEYS, HURRIED FOOTSTEPS AND CREAKY DOOR SHUTS

ANNOUNCER: Don't be a PSYCHO with your business. Secure your data with CARBONITE BUSINESS'S CLOUD AND HYBRID BACKUP SOLUTIONS today... VISIT CARBONITE.COM FOR MORE INFORMATION.