

Benold's Jewelers - 2014 Campaign
Holiday - v1
30-sec Radio Spot - "How Austin Got Its Sparkle - an ATXmas" Version 1
July 24, 2014 - **2ND DRAFT**

Current length is more appropriate for video. Left in tact, to show overall idea.

The narrator is a man in his 70s, an elder statesman. His slight Texas accent belies the fact that he's from an area not far from Austin. There's a warmth in his voice that conveys sincerity, trust, and pride within the tale he has to share. He's a southern Bill Kurtis.

NARRATOR: While you're out; enjoyin' all of Austin's iconic sights and sounds, this holiday season... we should all take a moment to reflect on how Austin *got* that sparkle. It began with the arrival of a magical man.

SFX: *A FLURRY OF WINTER WIND.*

MUSIC: *CRACKLE OF VINYL; SPEAKEASY / 1920s JAZZ RECORD; MUTED TRUMPETS; TIGHT DRUMS, CLARINETS, JOLSON-STYLE VOCALS, ETC.*

NARRATOR: In 1929, the start of the Great Depression, Austin was a dark and deserted place, as the holidays were approaching. The 40 people who lived here, at the time, were drained of Holiday spirit. The men had no gifts for their ladies, except for handmade saddles, crusty sock puppets; and miniature figurines, made from chewed-up snuff. *Not* sexy. All that sweet sweet Texas lovin' came to an end.

(SFX: "AWWWWS" OF DISAPPOINTMENT. MUSIC: WHIMSICAL HOLIDAY MUSIC - SIGNALS A BRIGHT NEW BEGINNING.)

NARRATOR: A German immigrant, Arnold "Klaus" Benold, was determined to save his beloved Austin. He set up a tent on West Anderson Lane; filled with the finest diamonds, silver and gold from his homeland. Klaus offered the jewelry at a price the men could afford; and freely offered advice, so that they could pick something unique and fashionable; perfect for every woman.

(SFX: "OOHS AND AHHS")

NARRATOR: The glistening jewels could be seen, for miles, shining like the North Star. And so they all came. All that sweet sweet Texas lovin' resumed. Austin's population grew.

"Klaus, you're a *saint!*", they said. Actually, they called him "Santa *Claus*", since we Texans like to pronounce things in our own way. The town not only survived, but *thrived*, thanks to Arnold Klaus Benold and his precious gemstone shack — whose generous light carried the population through its darkest days.

It may not be in the tourist guides, but Benold's place is still right there on Anderson. To this day, men can still get help finding the perfect gift for their perfect ladies, and at a perfect price. So the next time you're at any Austin hot spot - from Barton Springs, to The Alamo Drafthouse, to the approximately 1.6 million food trailers on S. Congress, alone... remember that it wasn't always there. That twinkle in the eye of every Austinite - reflects what was in the heart of Arnold Benold, on that fateful night, in 1929. And now you know where the name "Santa Claus" came from, too.

TAG: Benold's - Where Austin gets its sparkle.

(SFX: STINGER - WHIMSICAL CHIME/DING FOR THE "SPARKLE"; A CLOSING WINK.)

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