

NATASHA N. MCEACHRON

TYLENOL RADIO SPOT

Steve: It looks like the cold will walk away the victor of today's face off against mom and dad.

Mike: Mom and dad took a serious blow early in the game when the cold raised the stakes, by introducing a fever.

Steve: Mom and dad are pulling out the big guns! They're putting New Children's Tylenol with Flavor Creator in the game!!!!

Mike: Mom and dad are on the sidelines picking the flavor.

Steve: They're taking their places around the bed. This one better count!

Mike: The hands notice the spoon in motion and make a move to block the mouth.

Steve: Mom waves the cherry flavor packet rendering the defense useless. Dad makes the play.

Mike & Steve: SSCCCOOOOORRRRREEEEE!!!!!!!!!!

Mike: Mom and Dad come back to win the game.

Announcer: New Children's Tylenol with Flavor Creator eliminates the mess and fuss while still safely delivering the quick relief that parents have come to expect from Tylenol. Improve the taste of much needed medication by simply adding apple, bubble gum, chocolate, or strawberry flavor. When it comes to reducing fevers in children, the medicine in Children's Tylenol is pediatricians' first choice.