

Client: Taco Bell  
Title: "Santa's Bringin' Speed Cards"  
Filename: SpeedCardRad.1  
Length: :60  
Delivery: Two reindeer, DANCER and PRANCER; Strong, yet good-humored male ANNOUNCER.  
Music/SFX: As indicated.  
Copywriter: K. Copel

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*TACO BELL SIGNATURE BELL-RING GIVES WAY TO SNOWY SLEIGH-BELLS HIGH ABOVE THE SLEEPY CITY AS TWO GRUFF-VOICED REINDEER TROT ALONG, SOUNDS LIKE THEY'RE RUNNING THE MARATHON—  
—AND PRANCER DEFINITELY HAS THE I.Q. EDGE OVER HIS RUNNING-MATE—*

**PRANCER:** Hey, Dancer!

**DANCER:** What'sat, Prancer?

**PRANCER:** You check out those Taco Bell Speed Cards the old man's been droppin' down the chimneys?

**DANCER:** Yeah! Taco Bell Speed Cards! What a great gift-idea! ...What are they?

**PRANCER:** They're the fastest way to give the great taste of The Bell! Just swipe 'em at the door, and they turn into tacos, burritos, nachos—

**DANCER:** You swipe 'em?

**PRANCER:** No, Dance, you buy 'em! In any value, from a dollar to twenty dollars! And Taco Bell Speed Cards know how much they're worth, so you can use as much—or as little—as you want, at a time!

**DANCER:** Wow, pretty smart!

[shouts] Hey, Santa! Don't forget to swipe—heh, heh, heh!

**ANNCR:** Give the gift of great taste with Taco Bell Speed Cards! The high-tech meal ticket that's easy to give—even easier to wrap! And it's the one gift this season you know everyone'll love! The Border calls—the holidays are coming—stock up on Taco Bell Speed Cards!

**PRANCER:** Hey, Dancer! What animal falls from the sky?

**DANCER:** I dunno.

**PRANCER:** The rain, dear! Sorry—couldn't resist...

*AND THE TACO BELL BELL-RING TRAILS OUT...*