

client: West Specs
campaign: The Best Specs
key number: **6LZV200215B**
writer: Matt Dickson
length: 30
on air:
station/s:
exec:
voice:
cart:
production note:



VO: 22 millimetres.

That's the distance between the 'e' and the 't' on your keyboard.

It's the difference between emailing "I've got something I need to share", and "I've got something I need to shart".

Two very different meanings. Two very different outcomes. Only 22 millimetres apart on your keyboard.

That's why you need the best specs.

And the best specs, are at West Specs.

client: West Specs
campaign: The Best Specs
key number: **6LZV200215E**
writer: Matt Dickson
length: 30
on air:
station/s:
exec:
voice:
cart:
production note:



VO: One little lower case letter 'E'.

That's the difference between sending an all staff email saying 'I have a bowl full of grapes if anyone wants any?'

And 'I have a bowel full of grapes.. If anyone... wants any.'

Two very different meanings. Two very different reactions. If only your eyes noticed that one little extra 'E'

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client: West Specs
campaign: The Best Specs
key number: **6LZV200215C**
writer: Matt Dickson
length: 30
on air:
station/s:
exec:
voice:
cart:
production note:



VO: One keystroke, taking only .18 seconds.

That's the difference between emailing a job application saying you want 'attractive money' ... and saying you want an 'attractive monkey'.

One of those is a reasonable request to put on a resume. The other is a smelly naked primate.

The only difference, is one little k that your eyes should have picked up.

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