

# Magistral

## Seebiooper

### Raadio

#### EST

Eestis on väga populaarsed Ladina-Ameerika seebiooperid. Magistrali keskus otsustas selle enda kasuks pöörata. Koos tuntud seriaalide pealugeja Jaan Vaheriga lõime seriaali algust meenutava raadioreklaami. Ja seda ikka seebiooperitele omases monotoonses, veidras ja kohati lausa ebaloogilises otsetõlke stiilis...

#### Copy:

Kui ma astusin Magistrali uksest sisse,  
ma tundsin survet.  
Ei taha näha suuri numbraid,  
ma tahan näha allahindlust.  
Sa ütled: "Kas sa kirjutaksid laulu mulle?"  
Ma ütlen: "Ei, ma tahan allahindlust."  
Kui ma lähen poest koju,  
ma kaldun sulgema ukse.  
Et proovida oma uusi oste  
ja sina laula minuga koos.  
Kas sa ei näe,  
mul jäi palju raha alles.  
Sest Magistralis on allahindluskampaania  
"Hind hakkab silma!"  
Hind hakkab silma!  
Ja ma saan osta veel,  
ma ostan rõõmuga veel.

VO: Mõnusaid suveoste soovib Magistrali keskus!

#### ENG

Latin-American telenovelas are very popular in Estonia. The Magistrali Shopping Centre decided to use that fact to their advantage. In cooperation with our most famous soap opera voiceover Jaan Vaher, we created a radio advert similar to the beginning of a telenovela. Using the monotonous, weird, and, at places, illogical direct translation style characteristic of soap operas...

#### Copy:

When I entered the door of Magistrali  
I felt the pressure.  
Don't wanna see many digits,  
Yearning to see huge discounts.  
You say: "Would you write a song for me?"  
I say: "No, I want a discount!"  
When I go home from the shops,  
I tend to close the door  
To try on my new purchases,  
And you sing along with me.  
Can't you see  
I saved a lot of money.  
'Cos Magistrali has a discount campaign  
"Unbelievable price tags!"  
Unbelievable price tags!  
And I can buy some more,  
Happy to buy some more.

VO: Happy summer purchases from the  
Magistrali Shopping Centre!