



Radio script.

Client	Lion	Product	Dare Iced Coffee
Duration	30 sec		
Creative Team	Glenn Dalton & Andy Jones	Creative Director	Joshua Stephens

LOOKING AWESOME

MVO: "Looking awesome."

How do you make yourself more attractive to someone's who is more attractive?

Join the gym?

Re-do the hair-do?

Moisturise?

Well, before you botox your lips, wrap them around a Dare Iced Coffee. the real Arabica and Robusta coffee kick will tell you what to do.

– Don't change your look.

... change your name!

Goodbye Colin Jones.

Hello... Julio Hernandez!

Because when you sound awesome, you look awesome.

A Dare Iced Coffee fix'll fix it."

SFX: Coffee bottle thud.



MOVING IN TOGETHER

MVO: Moving in together.

How do you keep your place feeling like your place when it becomes 'our' place?

Leave the toilet seat up?

Unmake your bed?

Stock the pantry with 2-minute noodles?

Well before you buy a drum kit, buy a Dare Iced Coffee – the real Arabica and Robusta Coffee kick will tell you what to do.

Don't move in together. Move out together!

Rent two apartments side-by-side.

Instantly, your girl becomes 'the girl next door'!

A Dare Iced Coffee Fix'll fix it.



BREAKING UP

MVO: Breaking up.

How do you tell her 'it's not her it's you', when in fact... it is her?

Lie through your teeth?

Tell her you've changed your mind?

Tell her you've changed teams?

Well before you give her the bad news, give yourself a Dare Iced Coffee – the real Arabica and Robusta coffee kick will tell you what to do.

Learn to speak French!

Doesn't matter what you say... she'll love it!

"What's that", she asks? "You want to see other people?"

"Oui Oui, Madame."

A Dare Iced Coffee Fix'll fix it.