

## COPY

Client: Dry July  
Product: Dry July 2018  
Campaign: Ducking Autocorrect

### **William Shark Pear 45”**

**VO:** If you have a phone, you know autocorrect can be a son of a beach.

And when you drunk a few bears and you can come off sounding like a real idiom.

If only you'd signed up to Dry July.

It does not matter if you are William Shark Pear, drunk texting always turns you into a real casserole.

Like when you are trying to textile your mum and you accidentally say “I am having a child tonight.”

Oh, are you cereal?

You mother fork lift autocorrect.

You meant to say child.

No wait! Chill night!

You are definitely going to be in the shitake.

But if you go alcohol free for Dry July, you will be on the baldness.

Search Dry July and sign up today.

| Copywriter | Date | Account Service | Date | Client | Date |
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## **Ducking Seriously? 30”**

**VO:** Sometimes your phone’s autocorrect is a little piece of shirt.

Once you have a few glasses of wine, your coordination goes out the store.

And then you are really ducked.

Like when you’re trying to text a text message to your girlfriend and you say, “Sweaty dreams curry pie.”

Like, ducking seriously? Duck! Duck! Duck!

Why the duck, does it always duck up?

But if you go alcohol free for Dry July you will be okey donkey.

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## Right As Drain 30"

**VO:** Autocorrect can turn your phone into your worst enema.

And after a few drunks, things only go from bad to bratwurst.

Like when you're trying to text your toy-friend where you are, but instead say, "I'm at the pube around the corn cob."

You look at your phone, ask yourself shy? Shy me? Shy now?  
Shy do you do this to me auto-erect?

But if you go alcohol free for Dry July you will be right as drain.

Search Dry July and sign up today.

**God Donut 30”**

**VO:** Everyone knows your phone’s autocorrect is ducking annoying.

Expectantly after a few too many schooners of deer.

Have too much deer, and you will always post some thong you did not want to.

Like when you are trying to text your boss and you say, “I will have the dick ready for tomorrow’s mating.”

God donut! Donut! Donut!

He is totally going to fireworks me.

But if you go alcohol free for Dry July you will be sweaty as.

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