



Radio Script

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Client	Foster's Australia	Length	30 second	
Product	VB	Job Number		Version
Title	VB Warnie	Date	6/12/07	

DISCLAIMER

A hard earned thirst needs a big cold beer, and when the best cold beer runs a promo ad, we don't bung disclaimers on the end like a forgotten red-headed step brother. No way.

So to get your very own Talkin Warnie this summer, you have to be over eighteen, and there's even a permit number too.

T C P L 3 6 5 slash 7.

Now grab an ice cold beer and go to vbwarnie.com.au for more info. And the best cold beer is VB.



PROMO

A hard earned thirst needs a big cold beer, and the best cold beer is honouring the greatest bowler in history, by immortalising him in Chinese plastic.

Yep, get into your nearest bottle-o from December 9 to find out how to get your very own talkin' Warnie.

But be quick fellas, cos there's a lot of ladies out there lining up to get there hands on Warnie.

So grab a big cold beer and go to vbwarnie.com.au for more info. And the best cold beer is VB.

MAGNIFICENT BALLS

A hard earned thirst needs a big cold beer, and there's one bloke that deserves one most. Warnie.

Yes, he was bloody good at cricket, but he also managed to single handedly re-craft the English language.

Before Warnie, a flipper was just a grey mammal jumpin about in the ocean and a wrongun was that girl that your mates would bring up at every major birthday speech.

So let's all raise an ice cold beer to Warnie, and those magnificent balls, and the best cold beer is VB.