

# McCANN

## RADIO SCRIPT

Client / Velvet Jayne

Product / Velvet Jayne

Duration / 30sec

Date typed / 05<sup>th</sup> June 2012

Team / Joe Hawkins

TITLE: Respect

MVO:        You all went to high school together.  
              Then they helped you meet your husband.  
              They've also given him a handful, when he deserved it.  
              They were there when you were raising your two boys.  
              And they got you that great job when you decided to start work again.  
              Since then they've helped out plenty of times, like that time when you got  
              off having to pay those parking tickets, and the late fees on the DVDs.  
              But despite all this, you ignore them every time you see them.  
              It's time you showed your breasts some respect.  
              Visit [velvetjayne.com.au](http://velvetjayne.com.au)