

Client:	Lost Dogs' Home
Product:	Love Transforms Radio
Title:	PEAK SEASON
Length:	3 x 30 seconds
Job Number:	MLDH0025 (KEY NUMBER: MLDH0025/02)
Date:	September 5 th

AN UNEXPECTED TRANSFORMATION

Insight: When someone loves an animal, it's impossible to hide.
Idea: Let's surprise animal lovers with puppies to hear how they transform.
How: We'll give our VO talent a pretty straight script for dog adoptions and as they are reading, we'll surprise them with puppies. We'll record their voices changing and film their reactions. The film will be posted to the Lost Dogs' Home social channels and on the campaign landing page.

SCRIPT – PEAK SEASON

VO: The warmer weather is finally here which means it's peak season at The Lost Dogs' Home. We're currently caring for hundreds of cats and dogs every week, so it's the perfect time to adopt.

VO: Dogs make great pets, especially for families. They spread happiness while teaching kids empathy and responsibility. All of the dogs up for adoption are vet checked, de-sexed, vaccinated and micro chipped and have had their initial vaccinations as well as flea and worming treatments.

(At some point, approximately the 7 second mark, someone will open the door to the booth holding puppies. The talent will attempt to keep reading but we're looking for honest reactions – so if they become overly excited and distracted from the script, we'll go with that).

VO: Unscripted/natural reactions – excitement and joy.
SFX: Sounds of the puppies in the booth.

Announcer: A dog will transform your life, not just your voice. Adopt today from The Lost Dogs' Home.

Client:	Lost Dogs' Home
Product:	Love Transforms Radio
Title:	PERFECT DOG
Length:	3 x 30 seconds
Job Number:	MLDH0025 (KEY NUMBER: <u>MLDH0025/03</u>)
Date:	September 5 th

SCRIPT – PERFECT DOG

VO: Now is the perfect time to adopt a dog from The Lost Dogs' Home. With a unique range of cross-breeds currently up for adoption, we're sure to find the perfect dog for you.

VO: ~~We have a range of dogs up for adoption at the moment~~ Are you looking for a big dog?
 A little dog?
 One with long hair?
 Short hair?
 (Shrug) Just as long as it doesn't shed hair.
 How about a lazy dog, that sits on your bed?
 One that likes to run? It will get you out of bed!
 A dog that will fetch, and chase, and sniff?
 One with a little bark. Or a big, protective bark.
 One that likes bones.
 Or sticks. Tennis balls too.

(At some point, approximately the 7 second mark, someone will open the door to the booth holding puppies. The talent will attempt to keep reading but we're looking for honest reactions – so if they become overly excited and distracted from the script, we'll go with that).

VO: Unscripted/natural reactions – excitement and joy.

SFX: Sounds of the puppies in the booth.

Announcer: A dog will transform your life, not just your voice. Adopt today from The Lost Dogs' Home.

Client:	Lost Dogs' Home
Product:	Love Transforms Radio
Title:	ACTIVITIES
Length:	3 x 30 seconds
Job Number:	MLDH0025 (KEY NUMBER: <u>MLDH0025/01</u>)
Date:	September 5 th

SCRIPT – ACTIVITIES

VO: It's peak puppy season at The Lost Dogs' Home, which means it's the perfect time to adopt.

VO: Dogs make great pets, especially for families.
They're always happy.
You can take them for walkies.
Play fetch.
Or frisbee.
Teach them to shake.
Take them to the beach or to the p-a-r-k.

(At some point, approximately the 7 second mark, someone will open the door to the booth holding puppies. The talent will attempt to keep reading but we're looking for honest reactions – so if they become overly excited and distracted from the script, we'll go with that).

VO: Unscripted/natural reactions – excitement and joy.
SFX: Sounds of the puppies in the booth.

Announcer: A dog will transform your life, not just your voice. Adopt today from The Lost Dogs' Home.