

CLIENT: SPORTSBET

BRAND: SPORTSBET.COM.AU

DATE: 25 MAY 2010

TITLE: WORLD CUP SOCCER

KEY NUMBER: TBA

LENGTH: 30

RADIO SCRIPT (CAMPAIGN) – FOR PEOPLE WHO LIKE TO BET ON THE NET

Script 1: World Cup Soccer

(epic music throughout)

Dramatic VO: World Cup Soccer.

If you love watching obscure countries play (Soccer)...

Commentator: And now the Kidijkstan national anthem.

Anthem (Sung): *May our wives be firm and fertile. (fade)*

Dramatic VO: Betting on soccer...

Punter: Ten chickens on Djibouti please!

Dramatic VO: And looking things up on the internet ...*(keyboard tapping)*

Interneter: What? I thought Bhutan was in Queensland!

Dramatic VO: You'll love sportsbet

It pays the best odds anywhere, even in Tajikstan. *(sfx: I like)*

Sportsbet.com.au. For people who like to bet *on soccer* on the net.

Script 2: Tennis

(epic music throughout)

Dramatic VO: **Tennis.**

If you love watching highly paid, highly hot athletes grunting at each other for two hours...

(sfx: tennis shot, female grunt)

Dramatic VO *(responds to grunt)* **Ooohhh yeah...**

Betting on who can grunt the loudest.*

(sfx: tennis shot, huge male grunt)

Tennis Umpire: Fresh underpants please.

Dramatic VO: **And looking at things on the internet ...*(sfx: keyboard tapping)* ...
IS Kournikova with a C or a K?**

Dramatic VO: **You'll love sportsbet.com.au.**

Sportsbet.com.au. For people who like to bet *on tennis* on the net.

Script 3: Greyhounds

(epic music throughout)

Dramatic VO: Greyhound Racing.

If you love watching anorexic dogs being taunted by plastic rabbits...

(sfx: dejected dog whimper)

Dramatic VO: ...Bad luck my skeletal friend.*

***Betting* on greyhounds...I'll have ten dollars on *Bulimic Bob* thanks.**

Dramatic VO: And *internetting* about greyhounds ...*(sfx: keyboard tapping, woof woof, panting)* ... oh yeah, so skinny.

Dramatic VO: Then you'll love sportsbet.com.au.

For people who like to bet *on the dishlickers* on the net.