

## **RADIO SCRIPT 15"**

### **Croissants**

**Job Number: ALN1618**

**Key Number: TBC**

**Product: Croissant 3pk**

### **Flaky Croissant - No show 15'**

Someone sighs or groans heavily.

**VO: ALDI's 3 pack of buttery Croissants are so flaky they haven't turned up for this ad. So I guess you'll just have to go into ALDI and buy them for only \$1.49. Let's just call it there, guys. ALDI. Good. Different.**

## **RADIO SCRIPT 15"**

### **Kombucha**

In the following commercial we will hear an angelic choir singing a very pure song.

**Choir: It is life.**

**It's divine.**

**It is mine.**

**SFX: We hear choir members let out a burp.**

**ALDI's heavenly organic kombucha is good for your gut and now just \$2.**

**Choir: ALDI. Good Different.**

## **RADIO SCRIPT 15"**

**THIN SAUSAGES - 'Seagulls'**

**SFX: Beach ambience. A horde of people shouting 'snags!' like a bunch of seagulls.**

**VO: (Shouting to be heard) When you've got a flock of people over, throw 'em a bulk pack of ALDI Aussie Thin Sausages now only \$6.**

**But be careful, they'll take 'em right out of your hand.**

**SFX: One 'snag!' swoops closer to the microphone.**

**VO: Oh get off!**

**ALDI. Good. Different.**

**SFX: Snag!**