

## Radio Copy.

<b>Client:</b>	Boag's	<b>Medium:</b>	Radio
<b>Product:</b>	Boag's Classic Blonde	<b>Duration:</b>	45 seconds
<b>Key No:</b>	BCB0004/A	<b>Production Budget:</b>	-
<b>Author(s):</b>	Josh	<b>Title:</b>	Mount Ossa
<b>Date:</b>	September 12, 2014		

*Dramatic 'story telling' music.*

*Serious MVO (like the 'Amazing Stories' and 'Frontline' guys):*

***"Recently, a mountaineer named Rick Thompson made his third attempt to climb Mount Ossa – the highest peak in the Tasmanian wilderness, blindfolded. Shortly after setting off, Thomson became disoriented and tumbled 80 feet severely spraining his left ankle. With fierce determination, Thomson found his bearings and felt his way to the summit. He had conquered what defied him so many times before and to savour the moment, Thomson took off his blindfold, gazed out over the rugged plains, and ripped the top off a big, frosty low-fat yoghurt.***

*(music stops - awkward silence)*

***A better choice would have been Boag's Classic Blonde, it's full strength but low carb so you can put Beer First!"***

## Radio Copy.

<b>Client:</b>	Boag's	<b>Medium:</b>	Radio
<b>Product:</b>	Boag's Classic Blonde	<b>Duration:</b>	45 seconds
<b>Key No:</b>	BCB0004/B	<b>Production Budget:</b>	-
<b>Author(s):</b>	Josh	<b>Title:</b>	Tiger Shark
<b>Date:</b>	September 12, 2014		

*Dramatic 'story telling' music.*

*Serious MVO (like the 'Amazing Stories' and 'Frontline' guys):*

***"At age 24, Tasmanian Mark Matheson began his solo quest to become the first man to circumnavigate the globe - on a lilo. But after just 3 days, Matheson paddled directly into the mouth of a ferocious tiger shark. Suffering puncture wounds to his limbs and his lilo, Matheson somehow found the will to survive and continue on. 7 months later, Matheson paddled through the heads into Hobart. He had achieved his life-long dream and when he hit dry land there was just one thing he wanted.... an ice-cold passionfruit sorbet.***

*(music stops - awkward silence)*

***A better choice would have been Boag's Classic Blonde, it's full strength but low carb so you can put Beer First!"***

## Radio Copy.

<b>Client:</b>	Boag's	<b>Medium:</b>	Radio
<b>Product:</b>	Boag's Classic Blonde	<b>Duration:</b>	45 seconds
<b>Key No:</b>	BCB0004/C	<b>Production Budget:</b>	-
<b>Author(s):</b>	Josh	<b>Title:</b>	Franklin River
<b>Date:</b>	September 12, 2014		

*Dramatic 'story telling' music.*

*Serious MVO (like the 'Amazing Stories' and 'Frontline' guys):*

***"In may of 2007 a team of 6 kayakers launched an expedition to become the first group to conquer the infamous rapids of Tasmania's Franklin River, backwards. After heading upstream for thirteen days and deep in the Great Ravine, the party lost radio contact with the outside world. Cold, wet and battered the kayakers decided to push on. 7 days later all 6 members emerged as one. Together they had achieved the impossible, and they celebrated the only way men know how ...with a carton of crunchy coconut muesli bars.***

*(music stops - awkward silence)*

***A better choice would have been Boag's Classic Blonde, it's full strength but low carb so you can put Beer First!"***