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Client	IKEA
Brand/Product	Storage
Job	De-clutter, de-stress
Job Number	IKE0149
Title	Highlighter
Length	30
Draft	1

Radio Script

In this idea we recreate the stressful sensation of walking into a cluttered office through the use of humorous sound design.

SFX: Muffled sound of voices followed by lift doors opening.

Suddenly we're bombarded with dozens of different character voices all talking at the same time and all calling out the name of their specific office item:

**Files! Files! Files!
Paper stack! Paper stack! Putter!
Paperclips! Employee Handbook! Ring binder!
Highlighter, Lip balm, highlighter!
A4 paper! A4 paper! A3!
Pens, pens, pens, paperclips!
Stress ball! Stress ball! Whisky.
Folder, folder, Annual report!
USB stick, USB stick, USB stick!
Highlighter! Highlighter!
Highlighter!**

We listen to the voices for a moment then suddenly begin to hear sounds of the items being put away—drawers sliding shut and filing cabinet doors closing with a satisfying clunk, etc.

One by one the voices are reduced until there is only one.

We hear a faint “Highlighter”... Which is silenced as it's dropped into a pen pot.

We hear a man letting out a sigh of relief.

MVO: De-clutter, de-stress with IKEA office storage solutions.