

Radio Scenario

Client: MARS PET CARE
Product: CHUM
Title: Fetch.
Duration: 45 sec
Date Typed: 11.06.09
Date Revised:

Like in previous Chum advertising, this series of radio commercials uses dogs speaking in English so we can hear what they're thinking. In each commercial we demonstrate that IT DOESN'T TAKE MUCH TO PLEASE A DOG by showing the cheap and playful joys a dog can have simply fetching a ball or chasing their tail. As pet owners, we're fascinated by our dogs ability to be so easily pleased, and we can rest assured that with Chum we can keep them happy with cheap meals too.

This particular spot uses humour to highlight the fun a dog can have playing fetch.

DOG VO:

Throw the ball. Come on throw it as far as you can. I'm ready, where are you going to throw iiiiiiiiiiiiiii? No, you didn't throw it. Just pretending again. Never gets old does it? Come on, stop pretending and just throw the ba... Ohhh ho ho ho yeah. There it is. I'm going to get, I'm going to get it in record time. Wo ho ho Yeahhhhhhhhh! I'm gonna catch it on the first bouuuuuunnnnnnce. Maybe the second. I'm gonna catch it on THE SECOND BOUNCCCCCCCCCE!

As the dog catches the ball his voice becomes muffled by the ball in his mouth.

I got it. I got the ball. Oh yeah. Record time. I'm the fastest dog at the park.

Blurt (drops the ball) followed by a few deep pants.

Throw it again. I don't need a break. Throw it again.

SCOTTISH VO:

It doesn't take much to please a dog, especially when Chum costs \$1.80. Chum. So chumpy you can carve it.