

Radio Copy

Client: RACV Finance
Product: Car loans
Title: Disclaimer
Station:
Programme:
Duration: 60 seconds
Date Typed:
Date Revised:

We begin the commercial with very friendly, natural sounding guy. He sounds genuinely excited about RACV's car loan rate.

MVO: Ok. RACV car loans start from 8.75%. 8.75% That's all. There's nothing else, really to say.

A fast talking Disclaimer Man starts speaking.

Disclaimer Guy: Comparison rate of 9.02% calculated on a loan amount of \$30,000 secured over a term of 5 years based on monthly repayments.

MVO: Hey Hey. Hang on. What are you doing?

Disclaimer Guy: Disclaimer Guy is reading the terms and conditions. Don't interrupt Disclaimer Guy. This comparison rate is true only for the examples given and may not include all fees and charges. Different terms, fees or other loan amounts might result in a different comparison rate. A comparison rate schedule is available at racv.com.au. Subject to RACV lending criteria.

MVO: Mate... Mate. That's not what this ad's about.

Disclaimer Guy answers in his fast monotone voice.

Disclaimer Guy: Disclaimer Guy disagrees. Disclaimers are an

important legal requirement for credit advertising.

MVO: Stop that!

Disclaimer Guy: Do you want to take this outside?

MVO: (pauses in shock) What?

Disclaimer Guy: Outside. You and me. Right now.

Our friendly guy is completely taken back. He sounds a little rattled.

MVO: No. I don't want to take it outside. What's wrong with you?

Disclaimer Guy: Then don't interrupt Disclaimer Guy. I'm serious. Don't even test me. I'll bring the hammer down so hard you....

MVO: Just finish it quickly please.

Disclaimer Guy: Conditions, fees and charges apply. To apply call 13 15 60 or visit racv.com.au.

Our friendly guy sighs with relief.

MVO: Thank you. RACV Car Loans from 8.75%. That's really good ... mate you really ruined the moment you know that?

Disclaimer Guy: Disclaimer guy takes no responsibility for the ruining of moments or moment's therein.

MVO: What?