

30s Radio

Client: Woodstock Bourbon

Title: 'Bandicoot'

SFX: Busker playing banjo

INTERVIEWER: **I'm here in Kentucky U.S.A. for Woodstock Kentucky Bourbon. Sir, how do you feel about Woodstock changing?**

LOCAL: **What, you changin' our bourbon?**

SFX: Banjo stops

LOCAL: **Man, you're really stirrin' my succotash stew boy. I'm as mad as a mule chewin' on bumblebees, you flea-ridden, no good, bush-wackin' bandicoot!**

INTERVIEWER: **Ah... sir, we're not changing the *taste*, just a new look *can*.**

LOCAL: **Well, hot diggity! I'm as happy as a tick on a stray dog!**

SFX: Banjo resumes

INTERVIEWER: **Australia, it's official. We're only changing the *pack*.**

LOCAL: **Still the same taste and value, boy?**

INTERVIEWER: **Yep! Pick up a 5-can, one-footer at Local Liquor.**

Woodstock. Barrelled in American Oak.

LOCAL: **You drink responsibly!**

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Client: Woodstock Bourbon

Title: 'Billy goat'

INTERVIEWER: I'm back on the streets of Kentucky U.S.A. Sir how do you feel about us Aussies changing your Woodstock Kentucky bourbon?

LOCAL: What in tarnation y'all changin'? You ain't got the sense the good lord gave a billygoat boy! You're gonna have yourself more problems than a math book you doggone idiot galoot!

INTERVIEWER: We're not changing the taste, just this can!

LOCAL: Oh... hot dog that's good news!

INTERVIEWER: Australia, it's official. We're only changing the *pack*.

LOCAL: Same great taste and value right?

INTERVIEWER: Yeah! Pick up a 4-pack of our 8% special blend at Local Liquor.

LOCAL: Drink responsibly!

INTERVIEWER: OK! Woodstock...

LOCAL: ...Barrelled in American Oak!

30s Radio

Client: Woodstock Bourbon

Title: 'Bull'

INTERVIEWER: I'm here on the streets of the US of A for Woodstock Kentucky Bourbon. Ma'am, they're making a change. What do you think?

LOCAL: What? Have y'all lost your ever luv'in' mind? That's a-hankerin' for a heap a trouble stranga! My prized cow died last night so I don't need your bull...

INTERVIEWER: Ah, we're not changing the *recipe*, it's just a... *new can*.

LOCAL: Well butter my boogie and call me a biscuit! Why didn't you say so?

INTERVIEWER: Australia, it's official. We're only changing the *pack*.

LOCAL: The great taste and value stay the same?

INTERVIEWER: Yeah! Pick up a 5-can, one-footer at Local Liquor.

Woodstock. Barrelled in American Oak.

LOCAL (woman): Drink responsibly, sugar pie.