



CLIENT: 7-ELEVEN

BRAND: SLURPEE

DATE: 191109

PROJECT: SLURPEE SUMMER

JOB NO: 7ES0XXX

RADIO SCRIPTS – SUMMER'S GETTING HOTTER CAMPAIGN

Script 1: Full Pool (30)

- MVO:** In 2009 the temperatures in Australia hit record highs across the country. So this summer 7-Eleven creator of Slurpee sent me out to ask the public exactly how hot it's getting.
- Mum (40s):** This morning, my youngest daughter asked me why the sun hates us and wants us all to die.
- Man (60s):** It's too hot for normal clothes. That's why I'm wearing this wet sack. Thank you.
- Male (late 20s):** I don't mind if people pee in my pool. It keeps it full.
- MVO:** Well, there you have it. Summer's getting hotter, so Slurpee's gotten bigger. Cool down with the Big Slurpee – at 7-Eleven.

Script 2: Fire warning (30)

- MVO:** I'm back on the streets for 7-Eleven. And I'm asking random Aussies how they cope in the ever increasing summer heat.
- Male (30s):** Today I heard there was an extreme fire warning... for Albinos.
- (Mother):** At night my baby sleeps in the vegetable crisper. He just loves cuddling up to the Lebanese cucumbers.
- (Old Guy):** Are you a Mirage?
- MVO:** Well, there you have it. Summer's getting hotter, so Slurpee's gotten bigger. Cool down with the Big Slurpee – at 7-Eleven.

Script 3: Sweden (30)

MVO: The heat's still on, so I'm still out here for 7-Eleven asking everyone who'll comment how they're surviving the summer.

Female (late 30s): I was breast feeding my 3 month old in the park yesterday and my left boob curdled.

Male (20s): The two guys I was just jogging with died

Female (late 20s): My undies are so much like a sauna my pubes think they're from Sweden.

MVO: You can't argue with that. Summer's getting hotter, so Slurpee's gotten bigger. Cool down with the Big Slurpee – at 7-Eleven.