



BUNDABERG RUM – ‘FRIDAY NIGHT FOOTBALL’ RADIO CAMPAIGN

READING

We hear the ‘Friday Night’s a Great Night for Football’ song begin playing, and a singer begins -

Chorus: *Friday night’s a great night for reading...*

Solo: Take the phone off the hook and curl up with a book...

Chorus: *Friday night’s a great night for reading..*

Solo: Science or non-fiction, reading’s your addiction...

Forget going out to the pub, because paperbacks are your true love!

SFX: We then hear a can opening, and a male voice says -

VO: You know there’s only one way to spend Friday night.

SFX: Crowd cheering at the football

VO: Bundaberg Rum. Proud sponsor of Friday night football.