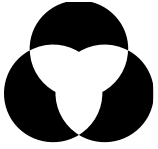


Radio Script

Client	Parmalat
Brand/product	Ice Break
Title	Travis Auctioneer
Length	30 REV

Travis Hello my name is Travis Day professional auctioneer. Every day I sell stuff, lots of stuff, going for a song to that man on my left or the lady at the back with the big hair thank-you-very-much. Which means I have to be on my toes, toes, toes looking for that next bid spotting the difference between a man scratching his itchy nose or making a serious bid because it could turn out to be a one-hundred-thousand-dollar itch. Two-hundred-thousand-dollar scratch sir on my left. Two, two, two. Sometimes I speak so fast it sounds like *'humadehumadehumadehuma'*. So when I need a big start to the day the hit that gets me going is an Ice Break Extra Shot seriously strong ice coffee. Going once? The fat lady is just warming up. Going twice? *Yibidayibidayibidayibida*. Last call? Have I sold you the big start properties of Ice Break Extra Shot ice coffee? Sold... **(150 words)**

VO: ***Need to start your day strong? Bring it on with an Ice Break Extra Shot Iced Coffee.***



Radio Script

And to get me going I need...