

RADIO SCRIPT

Client: Broo Premium Lager
Title: **Bitter**
Length: 30 seconds.
Date: 10 / 12 / 11
Job#: BROO_30R_BBQ

MUSIC: ELGAR: LAND OF HOPE AND GLORY.

BRITISH GUY: How does it happen?
You're changing the guard...
... or reciting the Bard...
... or fox hunting til you thought you'd burst.
You've sure got a thirst.
A hard-earned thirst needs a nice warm beer.
And the best warm beer... in our recently-acquired portfolio... is Vic.
Victoria Bitter.
You can get it in Essex.
You can get it in Slough.
Matter of fact, we own it now.

SFX: (... scratches off)

V/O: If you'd rather an Aussie-owned beer, try Broo. For a home-grown thirst.

RADIO SCRIPT

Client: Broo Premium Lager
Title: **BBQ**
Length: 30 seconds.
Date: 10 / 12 / 11
Job#: BROO_30R_BBQ

SFX: (Aussie Barbeque sound.)
Brit: Splendid barbeque old man.
Pom: Very kind Edward. How does one like one's steak?
Brit: Oh, well done Julian, naturally.
Pom: I say, I'm as dry as a deceased dingo's euphemism.
Brit: Allow me to pour you a nice, warm Victoria Bitter!
Pom: Capital idea!
Since we bought the brewery, I've rather a taste for it.
Brit: We should take some along to the rowing...
SFX: (... bottle cap off / pour)
V/O: If you'd rather an Aussie-owned beer, try Broo. For a home-grown thirst.

RADIO SCRIPT

Client: Broo Premium Lager
Title: **Australia Day.**
Length: 30 seconds.
Date: 10 / 12 / 11
Job#: BROO_30R_Austday

MUSIC: ELGAR: LAND OF HOPE AND GLORY.

BRITISH GUY: One does love a sunburnt country, doesn't one?
And never more than Australia Day... the 26th of February.
... commemorating yet another colony in our glorious Empire.
One marks the occasion with a cucumber sandwich...
... and a nice warm glass of Britain's finest, Victoria Bitter.
Three cheers to you, Austria... and your unique native bird, the Kiwi... hip hip

SFX: (... scratches off)

V/O: If you'd rather an Aussie-owned beer...
Try Broo. For a home-grown thirst.