

CLEMENGER BBDO

Radio Copy

Client: Fosters Australia
Product: Carlton Draught
Title: Advertising Computer 1
Job No: FOSR0001
Duration: 45 seconds

BOSS: So this is the new Advertising Computer huh?

EXEC: Yeah. From now on we'll do all our Carlton Draught advertising on it. I just tap in the name Carlton Draught and we'll hear back the ad.

Chopped-up computer voice:

COMPUTER: *Hey cool dude. Carlton Draught is a delicious beverage which can be enjoyed socially. Drink one now! It is cold and wet!*

BOSS: Yeah, I don't know... seems a little basic.

COMPUTER: *It's delicious! I was refreshed and so was my peer group!*

EXEC: Prob...probably just needs a bit of tweaking.

COMPUTER: *Oh boy! It's Yellow! It rocks my world..*

BOSS: Turn that off would you.

EXEC: Um, maybe I should just get out of here

BOSS: Yeah that would be good... thanks Johnson.

COMPUTER: Carlton Draught. Made from beer.

Radio Copy

Client: Fosters Australia
Product: Carlton Draught
Title: Advertising Computer 2 / research
Key No: FOSR0002
Duration: 45 seconds

BOSS: Ah, Johnston, how's the new Carlton Draught advertising going?

EXEC: Well, I've entered all the latest research on male drinkers into the new Advertising Computer, so we should have something great this time...

BOSS: Really... Okay, let's hear it.

Chopped-up computer generated voice:

COMPUTER: *Oh boy, you must be thirsty from riding a horse or styling your hair. I will pass you a del-ic-ious Carlton Draught because you mowed my lawn.*

BOSS: Mmmm...

COMPUTER: *You are my male friend. Let's share good times together in a non-sexual way while enjoying beer.*

EXEC: Turn it off would you.

COMPUTER: *I like your pants, Jim...*

BOSS: Turn it off.

EXEC: I'll just get out of here...

BOSS: Yeah that would be good.

COMPUTER: Carlton Draught. Made from beer.

Radio Copy

Client: Fosters Australia
Product: Carlton Draught
Title: Advertising Generator 3/ music
KEY No: FOSR0003
Duration: 45 seconds

BOSS: So you got the new Advertising Computer fixed up?

EXEC: Yep... I know it wasn't very impressive last time but now I've worked out the music function, I think it will be perfect for the Carlton Draught audience.

BOSS: Okay let's hear it.

Thin-sounding rap beat under chopped-up computer generated voice:

COMPUTER: *Carlton Draught. It's delicious! It's the business!*

Ice Ice Baby! Ice Ice Baby! Do the wild thing...

BOSS: (Sighs) Get out of here Johnston.

EXEC: Hang on, maybe a salsa beat would be better.

(beat changes to ridiculous Casio-sounding salsa beat)

COMPUTER: *Hey senorita, so glad to meet you...*

BOSS: Turn it off.

EXEC: So you don't like it?...*(big pause)* Sh-should I go?

BOSS: Mmm yeah.

EXEC: Certainly.

