



Level 2, 162 Collins Street  
 Melbourne VIC Australia  
 Telephone (03) 9287 1200  
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 George Patterson Partners Pty Limited  
 ABN 83 004 198 341

RADIO

Client	FOSTERS AUSTRALIA	Length	30
Product	CARLTON DRAUGHT	Job	Version
Title	DRAUGHT STORY	Date	8/9/06

*Sentimental music throughout.*

*Voice over in a very sentimental "storybook" style. . .*

**VO: This is the story of Carlton Draught. . . Back in 1849, a Victorian barley farmer began brewing his own beer in a small wooden shack at the back of his farm. For 15 years he toiled with barley, hops and yeast trying to ferment the perfect brew. . . But he never got it right and then he died. So, we bought up his land at a very cheap price and built a giant brewery on it. And today that's the very same brewery that brings you the glorious Carlton Draught. What a lovely story. Carlton Draught. Made from beer.**



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RADIO

Client	FOSTERS AUSTRALIA	Length	45
Product	CARLTON DRAUGHT	Job	Version
Title	MADE FROM GOLD	Date	8/9/06

*Carlton Draught theme music.*

**BIG VOICE:** Carlton Draught. Made from a fine blend of sun-ripened barley and 24 carat gold, only Carlton Draught is fermented by angels and then-

**ENGINEER:** -Okay stop there

**BIG VOICE:** What?

**ENGINEER:** That's not true.

**BIG VOICE:** Are you sure?

**ENGINEER:** Yeah - Carlton Draught is not fermented by angels and it's not *made from 24-carat gold*.

**BIG VOICE:** Well . . . what about the "gives you magic powers" ?

**ENGINEER:** No.

**BIG VOICE:** And the x-ray vision bit?

**ENGINEER:** No.

**BIG VOICE:** Power to rule the galaxy?

**ENGINEER:** Cut it.

*Music starts again.*

**BIG VOICE:** Carlton Draught. Made from beer.



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RADIO

Client	FOSTERS AUSTRALIA	Length	45
Product	CARLTON DRAUGHT	Job	Version
Title	DEEP VOICE	Date	8/9/06

*Music throughout*

45 sec

**When a voice over is *this* deep and authoritative it could only be for one beer, and that beer is Carlton Draught. Yes, Carlton Draught needs a voiceover like this because a man should never have to hear words like barley, hops and yeast in a namby pamby girly voice. In fact, real men can't even hear a voice any higher than this. And that's where I come in. Just the cold hard facts about a smooth tasting draught beer. Then I just go home, eat a steak, and build up my energy for next time. Carlton Draught. Made from beer.**