

NOTE: We wrote different ads for different days of the week. The Thursday version ran on Thursday etc.

THURSDAY VERSION - 30 SECONDS

The voice-over reads out the days of the week. When he gets to the day that the ad is running on (Thursday in this case), he runs out of power. Try as he might, he can't get 'Thursday' out. The day is dying on him like a flat battery.

MVO:

Sunday, Monday, Tuesday, Wednesday, Thur-ur-ur-ur-ur... Thur-ur-ur-ur-ur...
Thuruuuugh.

ANNOUNCER:

Don't let a dead battery stop your day. Call RAC Batteries. They'll come to you, fit the
right battery at the right price, and get your day back...

MVO:

THURSDAY!

ANNOUNCER:

...on the road. MRB723

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