



BUNDABERG RUM – ‘FRIDAY NIGHT FOOTBALL’ RADIO CAMPAIGN

GROCERIES

We hear the ‘Friday Night’s a Great Night for Football’ song begin playing, and a singer begins -

Chorus: *Friday night’s a great night for groceries...*

Solo: At the supermarket after dark it’s so much easier to park...

Chorus: *Friday night’s a great night for groceries...*

Solo: Yeah tonight you’re feelin’ fine, and ham’s on special, it’s just a buck 99..

Can’t believe ham’s just a buck 99!

SFX: We then hear a can opening, and a male voice says -

VO: You know there’s only one way to spend Friday night.

SFX: Crowd cheering at the football

VO: Bundaberg Rum. Proud sponsor of Friday night football.