

RADIO SCRIPT

BRAND: Nissan DUALIS

JOB NO: DUA0189

JOB TITLE: 360° Around View Monitor

CREATIVE TEAM: Chris & Amelia

VERSION: 1 of 3 'Ding'

DATE: 04/09/2012

SFX: A daunting soundscape begins

MVO: It's right behind you. The structure consists of premium grade materials – steel, chrome. It's bright, fire red and more than four metres in length. Over one and a half tonne, it's incredibly fast... and it's 10 centimetres away from you...

FVO: *It's hard to picture it, when you can't see it.* The new Nissan DUALIS Ti-L has a 360° Around View Monitor. So that sports car you're about to reverse into? You'll see it.

RADIO SCRIPT

BRAND: DUALIS

JOB NO: DUA0189

JOB TITLE: 360° Around View Monitor

CREATIVE TEAM: Chris & Amelia

VERSION: 2 of 3 'Hit'

DATE: 04/09/2012

SFX: A daunting soundscape begins

FVO1: It's directly behind you. It's about to make contact. Seven metres tall, it withstands a maximum wind gust of 157 kilometres per hour. Immovable, permanent, it's now looming centimetres away from you...

FVO2: *It's hard to picture it, when you can't see it.* The new Nissan DUALIS has a 360° Around View Monitor. So that lamppost you're about to back into? You'll see it.

RADIO SCRIPT

BRAND: Nissan DUALIS

JOB NO: DUA0189

JOB TITLE: 360° Around View Monitor

CREATIVE TEAM: Chris & Amelia

VERSION: 3 of 3 'Run over'

DATE: 04/09/2012

SFX: A daunting soundscape begins

VO: It's just there but you can't quite see it. The self-propelling single-track vehicle is stabilised by two additional safety trundles to the rear. It rests on black rubber tubes with a diameter of 40 centimetres each. And it's getting closer...

FVO: *It's hard to picture it, when you can't see it.* The new Nissan DUALIS Ti-L has a 360° Around View Monitor. So your son's bike? Well, before you run over it, you'll see it.