

## Radio

<b>Client:</b>	FCA	<b>Date:</b>	5.2.2016
<b>Product:</b>	Jeep Renegade launch	<b>Job No:</b>	JEE0824

### 'Jingle'

SFX: Jingle, jingle, jingle

VO: **What do you hear?**

SFX: Jingle, jingle, jingle

VO (Disinterested): **Coins in a suit pocket?**

SFX: Jingle, jingle, jingle, outdoor soundscape

VO (Inspired): **Or a climber on a mountain?**

SFX: Jingle, jingle, jingle, outdoor soundscape

**Escape the everyday in the all-new Jeep. Wouldn't you rather Renegade? Visit [jeep.renegade.com.au](http://jeep.renegade.com.au) Jeep. Don't Hold Back.**

**'Tap'**

SFX: Intermittent tapping

VO: **What do you hear?**

SFX: Intermittent tapping

VO (Disinterested) **Someone typing an all-staff memo?**

SFX: Intermittent tapping, outdoor soundscape

VO (Inspired) **Or a majestic woodpecker?**

SFX: Intermittent tapping, outdoor soundscape

VO: **Wouldn't you rather Renegade? The all-new Jeep Renegade.**



**'Rush'**

SFX: Rushhhhhhhhhhh

VO: **What do you hear?**

SFX: Rushhhhhhhhhhh

VO (Disinterested): **Someone doing the dishes?**

SFX: Rushhhhhhhhhhh, outdoor soundscape

VO (Inspired): **Or a babbling brook?**

SFX: Rushhhhhhhhhhh, outdoor soundscape

VO: **Wouldn't you rather Renegade? The all-new Jeep Renegade.**



**'Whir'**

SFX: Whirrrrrrrrrrrrrrrrr

VO: **What do you hear?**

SFX: Whirrrrrrrrrrrrrrrrr

VO (Disinterested): **An office printer?**

SFX: Whirrrrrrrrrrrrrrrrr, outdoor soundscape

VO (Inspired): **Or a camera shooting an incredible view?**

SFX: Whirrrrrrrrrrrrrrrrr, outdoor soundscape

VO: **Wouldn't you rather Renegade? The all-new Jeep Renegade.**