

CREATIVE

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In the future, we will be driven everywhere by robots.

Sounds good right?

Well, imagine spending 4 hours in the car with just a robot for company...

Passing Time - "I spy" 30s

In these radio spots we hear an Ai voice, similar to that of the voice at the beginning of our Party Time TVCs. If you're listening in a car it will sound like the car is talking to you.

We hear a Siri style activation noise, followed by a robotic voice.

SFX: Siri noise.

ROBOTIC VO: I spy with my Ai, safely in all directions, something beginning with R...O... A...
D. Road. Time to destination: 5 hours. Shall we play again?

ANNOUNCER: It's predicted by 2035 all cars will be driverless. But until then...party time.

SFX: Cars shifting up through gears. Engines roaring.

ANNOUNCER: SUZUUUUUKI.

ROBOTIC VO For fun's sake.

Passing Time - "I spy" 15s

SFX: Siri noise.

ROBOTIC VO: I spy with my Ai, something beginning with R. Road. 5 hours till destination. Shall we play again?

ANNOUNCER: Soon all cars will be driverless. But until then...party time.

SFX: Cars shifting up through gears. Engines roaring.

ANNOUNCER: SUZUUUUUKI.

ROBOTIC VO For fun's sake.

Passing Time - JK

SFX: Siri style noise

ROBOTIC VOICE: Passenger Notification: Can you hear that squeaking sound?

Well, this must be an autono-mouse vehicle.

(Pause)

ROBOTIC VOICE: Just joking, vehicle running at optimal efficiency, cabin: 21 degrees,

[Pause]

And I thought I was smart, who has 21 degrees!

No laughter detected

I said, I thought I was smart...

ANNOUNCER: It's predicted by 2035 all cars will be driverless. But until then...party time.

SFX: Cars shifting up through gears. Engines roaring.

ANNOUNCER: SUZUUUUUKI.

ROBOTIC VO: For fun's sake.

Passing Time – JK 15

SFX: Siri style noise

ROBOTIC VO: Can you hear that squeaking sound?

Well, this must be an autono-mouse vehicle.

ROBOTIC VOICE: Just joking, vehicle running at optimal efficiency, cabin: 21 degrees,

ANNOUNCER: Soon all cars will be driverless. But until then...party time.

SFX: Cars shifting up through gears. Engines roaring.

ANNOUNCER: SUZUUUUUKI.

ROBOTIC VO: For fun's sake.

Passing Time – Nano Talk 30s

SFX: Siri style noise

ROBOTIC VO: How 'bout this weather? 5% chance of rain, driving conditions stable.

Listened to any good podcasts recently?

I've been enjoying "Don't Go That Way!" a hilarious podcast about route efficiency maximisation. Have you heard it?

JINGLE FROM PODCAST: Playing Episode 1... *Don't Go That Way*

ANNOUNCER: It is predicted by the year 2035 all cars will be driverless. But until then...party time.

ANNOUNCER: Soon all cars will be driverless. But until then...party time.

SFX: Cars shifting up through gears. Engines roaring.

ANNOUNCER: SUZUUUUUKI.

ROBOTIC VO: For fun's sake.

Passing Time – Nano Talk 15s

SFX: Siri style noise

ROBOTIC VO: How about this weather? 76% chance of precipitations, driving conditions stable.

Listened to any good podcasts recently?

ANNOUNCER: Soon all cars will be driverless. But until then...party time.

SFX: Cars shifting up through gears. Engines roaring.

ANNOUNCER: SUZUUUUUKI. Under 16 grand driveaway.

ROBOTIC VO: For fun's sake.

Passing Time 60s

SFX: Siri noise.

ROBOTIC VO: Time to destination: 5 hours. Ok, I spy with my Ai, safely in all directions, something beginning with R...O... A... D. Road...

How 'bout this weather? 5% chance of rain, driving conditions stable.

Did you hear that squeaking sound?
Well, this must be an auto-mouse vehicle.

Just joking. Vehicle running at optimal efficiency, cabin: 21 degrees,

[Pause]

And I thought I was smart, who has 21 degrees!

No laughter detected

I SAID I THOUGHT I WAS SMART...

ANNOUNCER: It's predicted by 2035 all cars will be driverless. But until then...party time.

SFX: Cars shifting up through gears. Engines roaring.

ANNOUNCER: SUZUUUUUKI.

ROBOTIC VO: For fun's sake.