



E A R D R U M

Client: CRA
Product: It's A Love Thing
Length: 30"
Title: Phase 1 Talk
Date: 5/09/14
Job No:

TRB: Now a recent study has found that Australians are 9 times happier when listening to their favourite radio station.

MUSIC; TRACK BEGINS

TRB: (STARTS NORMALLY THEN SLOWLY BEGINS TO SPEAK IN RHYTHM)

We love what they play we love what they say,
and that's why we're listening throughout the day.

*It's as personal as a hand written letter,
We even feel better when they're talking 'bout the weather
When we're in the car there's no need to panic,
Coz my radio will tell me how to dodge the traffic.*

*And when the ads come on I'll still hang on every word
Hey I'm in a good mood and the brands come referred!*

MUSIC: *SUNG CHORUS "It's a love thing!"*

TRB: Search 'Radio. It's a love thing' **and put your brand in a better place.**