

CLIENT: 7-ELEVEN

BRAND: SLURPEE

DATE: 30.03.10

PROJECT: SPORTS SLURPEE

JOB NO: 7ES0920

RADIO SCRIPT – SPORTS SLURPEE

This spot is read by a typical 'sports drink' style voice-over. His voice is dripping with alpha-male-ness. An energetic music track plays underneath.

Radio Script: Inner Cheetah Panther

MVO: Do you often feel like a cheetah trapped in a panther trapped in a man's or woman's body? Are you currently fighting the overwhelming urge to sprint across the African Savannah? Then you already know the drinking feeling of Sports Slurpee. Combining the fluidity of liquid, with the expertise of science and the knowledge of power we created a sports drink to nourish your inner cheetah panther person. Sports Slurpee - even when you lose your insides win. Only at 7-Eleven.