



CLIENT: UNISNACK

BRAND: BEERKA

DATE: 16 APRIL 2007

TITLE: SHOPPING TROLLEY

KEY NUMBER: UNS0033

LENGTH: 30

RADIO SCRIPT

An announcer explains the truth behind great beer inventions...

(Music/SFX underneath)

MVO: And now...

CHORUS: *Great Beer Inventions!*

MVO: The shopping trolley. Invented so beer drinkers didn't have to walk home from the pub.

Who hasn't enjoyed a free ride in the supermarket taxi? Able to carry you and three mates in style. Four if one hops on the front.

Your wobbly wheeled chariot even has a handy lower storage shelf for the slab you bought on the way home.

Brought to you by Beerka, the beer snack (*SFX: Crunch!*). Another...

CHORUS: *Great Beer Invention!*