

**RADIO CAMPAIGN
LIQUOR TRANSLATOR**

**RADIO AD 1:
El Toro Macho**

SFX: We hear a man walking through a vineyard, Spanish guitar music plays in the background.

Ramon: Hi, my name is Ramon Estanzo San Cristobel de Abrantes. I make El Toro Macho Tempranillo, here in Valencia, España.

Translator: Hello, my name is Raymond. I make ALDI's multi-award-winning El Toro Macho Tempranillo.

Ramon: A translator? Seriously?

Translator: It's only \$4 99 at selected ALDI stores.

Ramon: No, no, no... This is not what I say.

Translator: It's perfect for any occasion.

Ramon: Stop this.

Translator: Stop what you're doing. Buy some.

Ramon: I don't buy, I make! The donkey knows more than you.

Translator: Something something donkey. See aldi.com.au for details.

**RADIO AD 2:
Highland Earl Blended Scotch Whiskey**

SFX: We're in the Scottish highlands. A bagpipe plays in the distance.

Scotsman: Guid de, a'm Robert McIntyre, head distiller of ALDI's Highland Earl Scotch Whiskey. It's from a wee place in...

Translator: (Starts talking over) Good day, I'm Robert McIntyre, head distiller of ALDI's Highla...

Scotsman: (Interrupts translator) Hoots mon, I'm speaking English!

Translator: Hey, I'm speaking English.

Scotsman: Oh for... Lassie, my scotch has won awards, ya nooo?

Translator: Lady, my scotch has won awards. Isn't that special?

Scotsman: I've had a 'nuff of thus, ya numpty.

SFX: The Scotsman stomps off in a huff through the mud.

Translator: I'm off to go buy scotch for just \$29.99 at selected stores or online at aldi.liquor.com.au. ALDI Liquor - Don't knock it till you try it.

RADIO AD 3:
Renberg Cider

SFX: We're inside a brewery.

Vilhelm: Ha-lo, my name is Vilhe, head brewer at Renberg, here in Sveden.

Translator: Hello, my name is William, head brewer at Renberg cider.

Vilhelm: Wait, I speak good English.

Translator: Wait. I speak English well.

Vilhelm: I went to University in Stoke-on-Trent.

Translator: That's nice for you. Renberg cider is available at ALDI, only \$3.99 each.

Vilhelm: Stop it. You are putting the words in my face.

Translator: And it's Swedish as meatballs and saunas.

Vilhelm: (Irate) Arh, that's such a stereotype.

SFX: He storms out the door.

Translator: ALDI Liquor available in selected stores. See aldi.com.au for details.