



E A R D R U M

Client: CRA
Length: 30
Title: Mamma Lunch
Date: 12.04.10
Job No:

SFX: SUBURBAN KITCHEN

MAMMA: (60s, SLIGHT ITALIAN ACCENT) Every Mother's Day we go out for lunch. Noisy, busy, *tasteless* lunch.

No more. This year you buy me a Digital Radio so I can hear my favourite station without the (MAKES STATIC SOUND) static. Plus all the *new* stations playing music I love.

MUSIC: (FADES UP) Michael Buble

MAMMA: (SWEET) Ahh you buy me a digital radio for Mother's Day, I *make* you lunch.

MUSIC: STOPS DEAD

MAMMA: But don't bring that girl.

MVO; For details, go to digitalradioplus.com.au.

It's radio as we know it

SFX: MNEMONIC

MVO: Plus.