



E A R D R U M

Client: Commercial Radio Australia
Product: Digital Radio – Father’s Day Offer
Length: 30
Title: Non Subtle Breakage
Date: 11th September 2013
Job No: 1093

SFX: DAD ENTERS KID’S ROOM

Dad: Maxi, can I borrow your headphones?

Son: Yes sure, here you go.

SFX: SNAP OF THEM BREAKING

Son: Ah dad why did you do that!

Dad: How did that hap- (MOCK SURPRISE) hey, you know what?

I heard that if you buy a Sony Digital radio for say ... Father’s Day, it comes with a free pair of awesome headphones!

Son: (SARCASTICALLY) What a coincidence!

Dad: I know!

MVO: Dad's don't do subtle. But if you buy him any Sony digital radio for Father's Day, you'll get a pair of state of the art Sony XB400 headphones, for free!

SONIC: DIGITAL RADIO SONIC

MVO: It's radio as you know it, plus.

Conditions apply. Offer valid at participating outlets 'til Father’s Day.



E A R D R U M

Client: Commercial Radio Australia
Product: Digital Radio – Father’s Day Offer
Length: 30
Title: Non Subtle Dinner
Date: 11th September 2013
Job No: 1093

SFX: FAMILY EATING DINNER

Dad: Hey I read that listening to Digital Radio actively helps reduce cholesterol?
(NO RESPONSE – FAMILY CONTINUE EATING DINNER)

Dad: Something about the excellent digital sound quality ...
(STILL NO RESPONSE)

Dad: ... and the 20 new digital radio stations playing music, sport, comed-

Mum: OK.

Kids: OK dad we get the hint.

MVO: Dad's don't do subtle. Buy if you buy him a Sony digital radio for Father's Day you'll get a pair of state of the art Sony XB400 headphones, for free!

SONIC: DIGITAL RADIO SONIC

MVO: It's radio as you know it – plus.

Conditions apply. Offer valid at participating outlets 'til Father's Day.

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E A R D R U M

Client: Commercial Radio Australia
Product: Digital Radio – Father’s Day Offer
Length: 30
Title: Non Subtle Revision
Date: 11th September 2013
Job No: 1093

SFX: DAD PUTTING KID TO BED

Dad: OK, last revision question.

DAUGHTER: Ok.

Dad: A new digital radio costs x, and comes with a free pair of awesome headphones worth y.

DAUGHTER: Uh um

Dad: If you got one for me for Father’s Day..

DAUGHTER: (CONFUSED) um?

Dad: The person I’d give the headphones to equals

DAUGHTER: (NOT QUITE SURE) Me?

Dad: Correct (SFX KISS) Night night.

MVO: Dad's don't do subtle. But if you buy him any Sony digital radio for Father's Day you'll get a pair of state of the art Sony XB400 headphones, for free!

SONIC: DIGITAL RADIO SONIC

MVO: It's radio as you know it – plus.

Conditions apply. Offer valid at participating outlets ‘til Father’s Day.