

# SMART Radio Script.

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**Client:** CCA

**Brand:** MOTHER

**Date:** 8/9/14

**Job No:** CMO7380

**Length:** 30" RADIO

**Version:** FINAL

**Key No:** CMO7380/30/AMA

## **DESCRIPTION:**

Radio AM - **WAKES YOU THE HELL UP**

## **MUSIC:**

TRIUMPHANT MILITARISTIC STYLE MUSIC.

## **VOICE OVER:**

A MOTHER drinker doesn't just wake up

They shake up

They quake up

They're so up

They can't even look down!!!

A morning MOTHER is like having a rooster crowing in your bedroom

The clock radio tuned to a thrash metal sound check

And a shower so cold your man parts retreat

all the way back up inside your body

So don't let the morning be a bully

kick IT in the guts

Steal ITS homework

And rip ITS underpants up it's back side

So beat the bejesus out of the morning by beating the door down

of a fridge near you and grab yourself a MOTHER.

MOTHER... it's a Mother of a morning energy hit



**SMART**

Sydney	Level 6 56 Foster Street	Surry Hills	NSW	2010	T 02 9331 7899	F 02 8622 4949
Melbourne	280 City Road	Southbank	VIC	3006	T 03 9674 5000	F 03 9690 2064
Gold Coast	1/3 Atlantic Ave	Mermaid Beach	QLD	4218	T 07 5526 0030	F 07 5677 0621

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## DESCRIPTION

Radio AM – **MORNING NUMBER 2**

## MUSIC:

TRIUMPHANT MILITARISTIC STYLE MUSIC.

## VOICE OVER:

A MOTHER drinker doesn't care that they had a big night

That every muscle in their body aches

or that their head's throbbing,

their tongue has grown a thick coat of fur

and their breath smells like

the floor of a kebab van.

All they care about is backing up

Getting back on the horse

staging a comeback tour

rising from the dead

shaving their tongue

and washing away any trace of kebabiness

with a MOTHER that they bought from a servo at 3am...

not that they can remember.

MOTHER... it's a Mother of a morning after energy hit



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Melbourne 280 City Road Southbank VIC 3006 T 03 9674 5000 F 03 9690 2064  
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## DESCRIPTION

Radio PM – **NO NAVEL GAZING**

## MUSIC:

TRIUMPHANT MILITARISTIC STYLE MUSIC.

## VOICE OVER:

To a MOTHER drinker, 3pm is time to reload  
but definitely not to re-evaluate.

There'll be no navel gazing on a Mother drinkers watch.

No talking about your feelings...

Or contemplating the meaning of life...

A Mother drinker doesn't ponder anything...

he leaps... then looks...

like a ninja... a deadly ninja

A ninja whose lover has been killed by his mortal arch enemy...

in the afternoon... at the stroke of 3pm... by the water cooler...

in your office...

so beware the Mother drinker ninja channeling guy

lurking in a cubicle near you.

He will act without thinking. He's fuelled by Mother.

MOTHER... it's a Mother of an afternoon energy hit



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## **DESCRIPTION**

Radio PM – **AFTER NOTHING**

## **MUSIC:**

TRIUMPHANT MILITARISTIC STYLE MUSIC.

## **VOICE OVER:**

To a MOTHER drinker, the afternoon isn't really after anything.

it's all before...

before an night out with your mates...

before a hot date...

and before an epic evening.

Sure you may have already built a house...

a block of flats or an evil empire with plans for

further interplanetary domination... all before 3pm.

But after downing a Mother of an energy hit there is no after...

only before.

So before you run out of energy and become an after... a has been,

a once was on fire...

grab yourself a Mother...

MOTHER... it's a Mother of an afternoon energy hit



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