

# CLEMENGER BBDO

## Radio Copy

**Client:** CUB

**Product:** Victoria Bitter

**Title:** "Knock-Off Time" radio Campaign

*These commercials feature the Vic Bitter theme music and a male voice over throughout.*

### **"Beer O'clock"**

Beer O'clock.

It's that magic hour between tools down and feet up.

When the bead of sweat on your top lip tells you, you're done for the day.

You can't set your watch by it, and it varies man to man.

But one thing's certain.

There's only one answer to:

What'll it be? What can I get ya? And what are ya having?

Because somewhere, right this second, it's beer o'clock for someone.

(SFX of a beer opening)

Victoria Bitter. For a Hard Earned Thirst.

**“KNOCK-OFF”**

It's time to sign off.

Knock-off. Clock off.

Time to down tools and pack up.

Whatever your job, it's job done.

Time to shut up shop, pull up stumps, pull the pin and punch out.

The fat lady is singing gentlemen and it's time to call it a day.

Whatever you call it, it's time for an ice cold Vic Bitter.

Victoria Bitter. For a hard earned thirst.

**“Friday Arvo”**

Friday arvo.

The holy grail of the working week.

When you’re done for the day but,  
you’re not quite finished.

Because that feeling came on around mid morning.

And no matter how hard you worked through it,  
that last hour took at least two.

But now, it’s time.

And although you’ve waited all week,

you’ll always find those precious few seconds,

to tap the can three times before cracking it open.

(SFX: Tap, tap , tap. Shick)

Victoria Bitter. For a hard earned thirst.