

Radio

Client:	Australian Paper		
Product:	Reflex Brand	Job No:	REF0093

'Solar Power Farm' (30)

SFX: Electric hum, birds chirping

VO: A solar power farm... on paper, it looked like a bright idea. But no one had twigged that picturesque Reykjavik, Iceland is in complete darkness for 20 hours each day during winter.

SFX: Arctic wind

VO: For the investors, it was a dark hour indeed.

SFX: Wolves howling

VO: It had seemed like a good idea in the proposal... then again, it always looks good on Reflex paper.