



RADIO SCRIPT

Date

20/12/2019

Client

Australia Post

Project

If It Packs, It Posts

Script Title

'Sir'

Length

30 seconds

In this commercial, the Voice-Over struggles to say 'surprise package' – it's as though they are trying to stuff the words into the radio ad.

Voice Over:

Sur-

Surrrr-

Surrrrrr-

-pp-

-ppppp-

Surrrrpriiii-

Surrrrpriiiiissse-

(relieved)

Surprise package.

Announcer:

Squeeze it into an Australia Post parcel and pay flat postage rates when you send up to 5 kilos in Australia. If it packs, it posts.

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RADIO SCRIPT

Date

20/12/2019

Client

Australia Post

Project

If It Packs, It Posts

Script Title

'Birth'

Length

30 seconds

In this commercial, the Voice-Over struggles to say 'birthday gift' – it's as though they are trying to stuff the words into the radio ad.

Voice Over:

Birth–

Birth–

Birrrrrttthh–

Birthday gi–

Giff–

Birthday giiiiiiiiiiiiiiiiiiii–

Birthday giiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiii–

–t.

(relieved)

Birthday gift.

Announcer:

Squeeze it into an Australia Post parcel and pay flat postage rates when you send up to 5 kilos in Australia. If it packs, it posts.

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RADIO SCRIPT

Date

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Client

Australia Post

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If It Packs, It Posts

Script Title

'Chris'

Length

30 seconds

In this commercial, the Voice-Over struggles to say 'Christmas present' – it's as though they are trying to stuff the words into the radio ad.

Voice Over:

Chris–

Chris–

Chriss–

Chrissstmass–

Masssss–

Christmas presennnn–

Presennnnnnnn–

–t.

(relieved)

Christmas present.

Announcer:

Squeeze it into an Australia Post parcel and pay flat postage rates when you send up to 5 kilos in Australia. If it packs, it posts.

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