

Radio

Client: Woodstock Bourbon
Title: The Wood Does the Work: 'Bob'
Job no: APBWDY0051
Date: 27.10.14

SFX: Snoring

VO: That's Bob, Woodstock's master distiller.

SFX: Snoring

**The *resting* process brings out our bourbon's true character...
it brings out Bob's, too.**

SFX: Snoring

Bob says he has the hardest job in Woodstock.

SFX: Snoring

**Keep on dreaming of finally tasting that sweet, bourbon nectar Bob,
you're doing a great job.**

SFX: Snoring

VO: It's the wood that does the work. Woodstock. Barreled in American Oak.

Radio

Client: Woodstock Bourbon
Title: The Wood Does the Work: 'Jed'
Job no: APBWDY0051
Date: 27.10.14

SFX: TV blaring, laughing

VO: That's Jed, Woodstock's employee of the month.

SFX: TV blaring, laughing

Jed's watching TV on company time. That's what Jed does all the time.

SFX: TV blaring, laughing

See our barrel-aged bourbon isn't in any particular hurry. Neither is Jed.

SFX: TV blaring, laughing

Today he's watching 'Friends'. Ironically, Jed's 'friends' for the foreseeable future are 3 foot tall, full of bourbon and made of wood.

SFX: TV blaring, laughing

VO: It's the wood that does the work. Woodstock. Barreled in American Oak.

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Client: Woodstock Bourbon
Title: The Wood Does the Work: 'Avery'
Job no: APBWDY0051
Date: 27.10.14

SFX: Intermittent whistling with continuous wood whittling sounds

VO: **That's Avery, Woodstock Bourbon's barrelhouse supervisor.**

SFX: Whistling, whittling

He's whittling a life-sized American eagle from American Oak.

SFX: Whistling, whittling

**See, maturing Woodstock in American Oak takes time,
which Avery has plenty of...**

SFX: Whistling, whittling

**...Time to create pointless whittlings that with their 7,000 feathers will never
fly. But you keep on whittlin' son.**

SFX: Whistling, whittling

VO: **It's the wood that does the work. Woodstock. Barreled in American Oak.**