CLEMENGER BBDO

Radio Copy

Client: Motor Accident Commission

Product: Drug Driving

Title: Pilot Duration: 30sec

SFX: Sound of jet engine drone from inside cabin.

SFX: "Bing, bing" of PA System, plus Techno music from cockpit.

Pilot: "Hello, this is your Captain speaking."

Pilot: "We're currently cruising at 33,500 feet..."

Pilot: "And you might be interested to know that I'm cruising even higher- thanks to the speed I snorted before takeoff."

Pilot: "But there's no need to panic as I can assure you I'm much more alert when I'm on speed."

Pilot: "Oh. And so is my co-pilot!"

Pilot: (Giggles) "We hope you enjoy the flight as much as we will."

MVO: "You wouldn't trust him on drugs, so why would you trust yourself?"

MVO: "Don't drive on drugs."

A message from the Motor Accident Commission and the Government of South Australia.