

Client	ORS
Job number	ROAD1137_rad_ETR_NotListening_rev
Product	Enjoy The Ride
Length	3 x 30 secs
Title	Not Listening
Date created	15 February 2011
Last revised	17 March 2011

Radio	
Idea 1	FIRE SERVICE
SFX	Sound of two girls chatting about boys, while listening to music in the car.
VO	<p>You are not listening to the sound of a car crash</p> <p>The twisting of metal</p> <p>The cracking of glass</p> <p>Or the dull crunch of a head against a door-post.</p> <p>You're not listening to a fire truck siren.</p> <p>Or the wrenching of metal.</p> <p>Because this is the sound of slowing down and enjoying the ride.</p> <p>Slow down.</p> <p>Search 'enjoy the ride' online.</p> <p>Authorised by the state government Perth.</p>
VERSION:	HOSPITAL
SFX	Sound of a guy humming to classical music in his car.
VO	You are not listening to a crash victim's trolley being pushed through the doors of emergency.

303 GROUP PTY LTD
 ABN 97 009 442 344

3/435 ROBERTS RD
 SUBIACO WA 6008
 T (08) 9388 2303
 F (08) 9388 2202
303.COM.AU



Radio	
	<p>The shouts of nurses calling for blood.</p> <p>The squeak of running shoes on rubber floors.</p> <p>The inflating and deflating of breathing apparatus.</p> <p>Followed by the flat-line of a heart monitor.</p> <p>Because this is the sound of slowing down and enjoying the ride.</p> <p>Slow down.</p> <p>Search 'enjoy the ride' online.</p> <p>Authorised by the state government Perth.</p>
VERSION:	TICKET
SFX	Woman humming as she listens to relaxing music in the car.
VO	<p>You are not listening to the sound of a speeding car.</p> <p>Or police sirens.</p> <p>A window winding down.</p> <p>The fumbling speech of someone who knows they've been busted.</p> <p>The sigh of a police officer who's heard it all before.</p> <p>And you're not hearing the scratch of pen against paper.</p> <p>Because this is the sound of slowing down and enjoying the ride.</p> <p>Slow down.</p> <p>Search 'enjoy the ride' online.</p> <p>Authorised by the state government Perth.</p>

