

CLEMENGER BBDO

Radio Copy

Client: MAC

Product: Youth Campaign

Title: Booty Call

Key No: MAC0532

Duration: 30 Secs

Date Typed: 17/06/11

Date Revised:

A young woman rings her boyfriend.

SFX:
Ring tone.

GUY:
Hello?

GIRL:
Guess who?

GUY:
Mmmmm let's see.

GIRL:
Why don't you come round now and ill "refresh your memory".

GUY:
Sounds tempting ...hold on a minute.

GUY:
(He muffles phone and yells out to his mum) Hey mum, can you give me a lift to Bronny's place?

MUM:
(Muffled in background) It's 9 o'clock, I'm in my nighty.

GUY:
(Whining like a child) Aww, it's not fair, you never take me.
(mumbles to himself)

GUY:

(Returns to telephone call) Sit tight Babe, I'll be there in 3... 4 hours tops.

MALE VOICE OVER:

Lose your licence and you're screwed.

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