

**Client:** Commercial Radio Australia  
**Product:** Digital Radio – Father’s Day Offer  
**Length:** 30  
**Title:** Non Subtle Revision  
**Date:** 11<sup>th</sup> September 2013  
**Job No:** 1093

SFX: DAD PUTTING KID TO BED

Dad: OK, last revision question.

DAUGHTER: Ok.

Dad: A new digital radio costs x, and comes with a free pair of awesome headphones worth y.

DAUGHTER: Uh um

Dad: If you got one for me for Father’s Day..

DAUGHTER: (CONFUSED) um?

Dad: The person I’d give the headphones to equals ....

DAUGHTER: (NOT QUITE SURE) Me?

Dad: Correct (SFX KISS) Night night.

MVO: Dad's don't do subtle. But if you buy him any Sony digital radio for Father's Day you'll get a pair of state of the art Sony XB400 headphones, for free!

SONIC: DIGITAL RADIO SONIC

MVO: It's radio as you know it – plus.

Conditions apply. Offer valid at participating outlets ‘til Father’s Day.