

STRAWBERRIES - RADIO

We hear a strawberry talking with a wholesome Care Bear style voice, accompanied by wholesome music and chirping birds.

STRAWBERRY: I love being a fresh Aussie strawberry. I'm only **\$1.49 for a two-fifty-gram pack**. And so fragrant I could eat myself.

We hear eating sounds...

OW. Num. num.

Ow!! Why?

It's so painful!

But so delicious (*whispers*).

VO: ALDI.

Good.

Different.

PRICING ALTS:

- One-fourty-nine for two-fifty-grams
- One-dollar-fourty-nine for a two-fifty-gram-pack
- One-fourty-nine for a two-hundred-and-fifty-gram pack

BLUEBERRIES

RADIO SCRIPT 15"

Blueberries – Little Blueberries

VO: Why so blue little blueberry?

We hear a teeny tiny little voice reply that sounds a bit sad.

Blueberry: I dunno. I guess it's my nature.

VO: But you're full of vitamins and naturally sweet.

Blueberry: (More positive now) What else?

VO: You're only \$X at ALDI

Blueberry: What's ALDI?

ALDI's... Good. Different.

Alt: capture version without 'antioxidants' and another replacing it with 'flavour'

BACON

RADIO SCRIPT 15"

Bacon - Zen

Calm music plays. A zen voice is heard.

VO: Close your eyes. Imagine bacon. Hear the crunch. Inhale the smokey scent. Realise a 500g pack is only \$4 at ALDI. Become one with the Bacon.

VO: ALDI. Good. Different.