

The Campaign Palace.

Radio Copy.

Client	Jeans West	Job No.	
Product	Nova Promotion	Key No.	
Media	1 x 30 sec Radio	Date	7/8/04
Title	Prevent Health Hazards – ‘Harry’	Version	
Account Director		Creative Team	Isaac/Leishman

GUY: Yeah Hi my name’s Harry, and I’m a high-panter.

I come from a long line of high-panters.

My Father’s a high-panter, my Grandfather’s a high-panter my Uncles are high-panters and my sister is too.

But I don’t want to be Harry high-pants for the rest of my life.

VOICE OVER: **For the treatment of high-pants and other unsightly conditions caused by bad fitting jeans. Visit Jeans West we’ll save you.**

SFX: **JEANS WEST MUSIC STING**

VOICE OVER: ***Prevent Health Hazards. Jeans West. Fits Best.***