

Radio

Client: Tennis Australia
Job: The Australian Open
Title: Get Closer to the Action: 'Slide'

'Slide'

In this commercial we hear a tennis player's foot slide across the court. Captured with a nano microphone, we can hear every piece of the action.

SFX: Screeching of a tennis shoe across the court

VO: **The Australian Open is fascinating...**

Captured by a nano microphone, this is the sound of a tennis player's foot, sliding across the hard court.

Slowing at a rate of 120kmph, the ankle withstands twice the athlete's weight...

The friction is almost enough to start a fire.

SFX: We now transition from the sound up close to the sound as we'd normally hear it for a brief moment – we hear the distinctive squeaking of a sneaker on the court as the player lunges to hit a volley.

SFX: The crowd goes wild!

VO: **Get closer to the action at The Australian Open, book through Ticketek.**