

Radio Copy

Client: TAC
Product: Enforcement
Title: Think of us before you drive
Job No: TAC1672
Duration: 30"

Ambient sounds of a pub. We hear a man walk up to the bar. We can hear car keys jingling.

Female Bartender: G'day, can I get you anything?

Man: Ummm, yeah another beer thanks.

Female Bartender: Yup.

SFX: *Sound of beer being poured.*

The sound of the beer being poured is loud and overpowers the rest of the ambient pub atmosphere. Slowly and subtly the beer pouring sound begins to morph into the sound of someone blowing into a breathalyzer. We also can hear that the ambient background sound of the pub has been replaced by the ambient sound of an RBT station.

SFX: *Sound of blowing into a breathalyzer followed by a beep.*

Police officer: Stop. Okay sir, the result of the preliminary breath test indicates your breath contains alcohol. I now require you to accompany me to a testing vehicle for the purpose of...

Female: Before you drive after having a few drinks, think of us. Towards Zero. TAC