

Radio

Client: Dairy Australia
Key Number: DAI0052/NUTRIENTS
Name: Things that sound like a cow – NUTRIENTS
Medium: Radio
Length: 30 sec

A male voice says

VO: Things that sound like a cow

VO: The electric window in a Toyota Camry

SFX: We hear electric car windows opening; the motion sounds like a happy cow moo

VO: The horn of a cruise liner

SFX: We hear a ship blowing its horn. The pitch sounds like a cow mooing

VO: Or this disgruntled crowd at sporting event

SFX: We hear a crowd yelling. Voices sounding like a cow mooing

VO: There are a lot of things that sound like a cow. But only a dairy cow can give you that natural combination of 10 essential nutrients in every glass of milk.

VO: Australian Dairy. Legendary.

Radio

Client: Dairy Australia
Key Number: DAI0052/ECONOMY
Name: Things that sound like a cow - ECONOMY
Medium: Radio
Length: 30 sec

A male voice says

VO: Things that sound like a cow

VO: Your mobile phone vibrating on a hard surface

SFX: We hear vibrations, each ring sounds like a cow moo

VO: A semi trailer driving by

SFX: We hear a truck zooming past. The movement sounds like a cow mooing

VO: Or this very angry Tyrannosaurus-Rex

SFX: We hear a dinosaur whose roar sounds like a cow mooing

VO: There are a lot of things that sound like a cow. But only dairy cows contribute \$13 billion dollars to our economy each year.

VO: Australian Dairy. Legendary.

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Client: Dairy Australia
Key Number: DAI0052/SPORT
Name: Things that sound like a cow – SPORT
Medium: Radio
Length: 30 sec

A male voice says

VO: Things that sound like a cow

VO: A Yamaha at 7,000 revs

SFX: We hear the engine of a motorbike. The revs sound like a cow mooing

VO: The creak from a wooden door

SFX: We hear a door opening, the creak sounds like a cow moo

VO: Or Alexander the Great's French horn

SFX: We hear a horn being played. The pitch sounds like a cow mooing

VO: There are a lot of things that sound like a cow. But only a dairy cow's milk has the unique combination of proteins shown to repair and rebuild muscle.

VO: Australian Dairy. Legendary.