

## Carlton Zero – Interviews

MVO: Carlton Zero has the refreshing taste of a beer without the alcohol, so you can drink it anywhere.

MVO: Drink it during a job interview

SFX: Office atmosphere

MVO: Drink it during a post-game interview

SFX: Crowd cheering

MVO: Drink it while being interviewed on the news

SFX: News sting

MVO: Drink it while interviewing the Prime Minister on the news

SFX: Australian anthem sound bite

MVO: Drink it if you are the Prime Minister being interviewed on the news

SFX: Mic sound adjusting and someone saying 'rolling Prime Minister'

MVO: Drink it in the interview about why you were drinking a beer during an interview as the Prime Minister on international news.

SFX: Press conference atmosphere and someone asking 'is that a beer?'

[pause]

MVO: And tell them it was a Carlton Zero.

SFX: Bottle twist and refreshing 'ahhh'

VO: We've rewritten the rules.

0.0% alcohol. 100% taste.