

›radio copy

Description RAC Insurance - Agreed Value FINAL
Size 45
Job No. RAC1664C
Date 13 July, 2012



Perth: Level 3,
11 Harvest Tce
West Perth WA 6005
P (08) 9322 4433
F (08) 9322 5663

Melbourne: Level 8,
190 Queen St
Melbourne Vic 3000
P (03) 9602 2011
F (03) 9602 2224
brandagency.com.au

Format	Text
	<i>The man in this spot is 60-70 years old, and gives us a very natural read – as though he has never read a radio ad before.</i>
Man:	<p>Hello I'm, um, I, I'm I, I'm, John. I'm I'm, ah, my, my daughter Jo-Anna she's ah, she works for RAC Insurance, she can't do the commercial at the moment, um, she's off helping someone with their policy. Always been a very helpful person, um, just just like myself.</p> <p>Um, she told me to read this so I've got to do it, umm:</p> <p><i>Rustles a piece of paper.</i></p> <p>"... that with RAC Comprehensive Motor Insurance, you can get a fixed price with Agreed Value. So. If you write off your car you know what you'll get back. <i>(Aside)</i> That's really good that. Um, <i>(continues)</i> At RAC Insurance we're very committed to help. Um, So here's this gentleman that's going to read the rest, the disclaimer.. <i>(trails off)</i></p>
Disclaimer:	<p><i>Cover is subject to policy terms. Check the PDS to see if the policy is right for you.</i></p>

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Description RAC Insurance - New Car Discount FINAL
Size 45
Job No. RAC11664B
Date 13 July, 2012



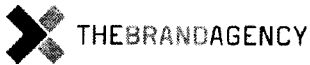
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Format	Text
	<p><i>The man in this ad is a New Zealander, and is about 30 years old. He gives us a very natural read and does not sound like regular radio talent.</i></p>
Man:	<p><i>Taps microphone.</i></p> <p><i>(Joking) Um, first I'd like to say Hello to my mum... Nah nah just kidding hey, I was like nervous yeah this is a bit strange, I've never been on radio before.</i></p> <p><i>But um, my mate Brent he ah, works for RAC Insurance, he's a bit busy with a, a member at the moment dealing with a claim.</i></p> <p><i>He ah, wanted me to help him out with this ad, he was like 'oh you got a good voice for radio' I was like 'pfft, I got a head for radio, I know that!'</i></p> <p><i>Oh but ah one thing actually he did want me to tell you..hold on, where is it.. here it is.. (Clears throat) Um, you get a discount when you insure a car that's under two years old. That's choice. Good deal!</i></p> <p><i>Um, because at RAC Insurance, they're committed to help. Just like Brent is, he's a helpful dude. Anyway, here's the disclaimer guy now</i></p>
Disclaimer Guy:	<p><i>Check the PDS to see if the policy is right for you.</i></p>
Man:	<p><i>Thanks bro</i></p>
Disclaimer Guy:	<p><i>No, thank you bro</i></p>

›radio copy

Description RAC Insurance - Open Driver Policy FINAL
STRAIGHT SCRIPT ADAPT
Size 45
Job No. RAC11664D
Date 13 July, 2012



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11 Harvest Tce
West Perth WA 6005
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Format	Text
	<i>The man in this spot is a 30-something Japanese guy with a thick accent. He's not your usual radio talent.</i>
Man:	Hello, my name is Zhan Fang. I'm neighbours of Dean. Yeah he works in RAC Insurance. Him supposed to read this ad someone crash the car, so he had help them. Yeah so he ask me to read the ads here. I feel very very famous (<i>laughing</i>) I'm in radio! Hello everyone! Ah, anyway, I read this. <i>Rustles some paper.</i> ... If you have RAC Comprehensive Motor Insurance policy, you can lend your car to other licensed drivers and it will be ok, because they will be covered. At RAC Insurance, we're very committed to help. Now, there's a man to read disclaimer.
Disclaimer:	<i>Cover is subject to policy terms. Check the PDS to see if the policy is right for you.</i>
Man:	Oh, you're much much better than me