

The Monkeys

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Client IKEA
Brand/Product Storage

Job De-clutter, de-stress

 Job Number
 IKE0149

 Title
 Yo-yo

 Length
 30

 Draft
 1

Radio Script

In this idea we recreate the stressful sensation of walking into a cluttered kids room through the use of humorous sound design.

SFX: Muffled sound of voices followed by a door opening.

Suddenly we're bombarded with dozens of different character voices all talking at the same time and all calling out the name of a specific toy item:

Teddy bear! Teddy Bear! Action Man! Action man! Lego!
Toy train, Toy train, Barbie!
Action man! Marbles! Marbles! Lego! Barbie! Toy Soldier!
Pop up book! Teddy bear! Marbles! Bouncy Ball! Bouncy Ball! Crayons!
Yo-Yo! Toy Soldier!
Yo-Yo!

We listen to the voices for a moment then suddenly begin to hear sounds of the items being put away—drawers sliding shut and cupboard doors closing with a satisfying clunk, cutting out the voices until there is only one: a muffled "Yo-yo"... then nothing.

We hear the sound of a woman letting out a sigh of relief.

FVO: De-clutter, de-stress with IKEA kids storage solutions.