

COLENZO & CLEMENGER **BBDO**

Radio Script

Client: Nimble
Product: Nimble Loans
Job No: NIM0106
Key No: NIM0106A30
Title: Life Narrator
Duration: 30 sec
Date Typed: 08.10.13

Final Copy Approval		Date
Copywriter		
Creative Director		
Account Service		
Client		

SFX: A man walks down a path. An amazing voice begins to narrate his life.

VO: As Brian meandered down the garden path, he paused.

BRIAN: Who said that?

VO: I did, Brian. I'm a life narrator. For \$600 I'll narrate your life.

BRIAN: Cool. But \$600?

VO: Pondered Brian.

BRIAN: Where will I find that?

VO: Nimble it. Said the voice. They do fast little loans. Once approved, you get the money in just 60 minutes.

BRIAN: Alright!

VO: And suddenly Brian wasn't concerned at all.

BRIAN: I'm not concerned at all!

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COLENZO & CLEMENGER **BBDO**

Radio Script

Client: Nimble
Product: Nimble Loans
Job No: NIM0106
Key No: NIM0106B30
Title: Colour Deaf
Duration: 30 sec
Date Typed: 08.10.13

Final Copy Approval		Date
Copywriter		
Creative Director		
Account Service		
Client		

SFX: Ambient doctor's clinic atmos.
Doctor: Ok Stuart. We have your test results and I'm afraid you're colour deaf.
Patient: What? That's impossible.
Doctor: Do you like blueberries?
Patient: Sure, I like berries. What type of berries?
Doctor: Colour deaf.
Patient: Dammit!
Doctor: You'll need a colour hearing aid.
Patient: Really?
Doctor: Mm hmm.
Doctor: I can't afford that.
Doctor: Nimble it. They do fast little loans. Once approved, you get the money in 60 minutes.
Patient: Thank you Doctor Stein.
Doctor: Goldstein.
Patient: Thanks Stein.

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Radio Script

Client: Nimble
Product: Nimble Loans
Job No: NIM0106
Key No: NIM0106C30
Title: Dog Tutor
Duration: 30 sec
Date Typed: 08.10.13

Final Copy Approval		Date
Copywriter		
Creative Director		
Account Service		
Client		

SFX: Kid chatting. Mum walks in.
Woman: I'm home.
Teenager: Hi mum.
SFX: Woof
Woman: You got a dog?
Teenager: No, this is my tutor Mr Bingo. He's teaching me to speak dog.
SFX: Woof
Teenager: He says we have a wonderful house.
Woman: Ohhh, thank you. How much is this costing me?
Teenager: \$400
Woman: I don't have that!
SFX: Woof. Woof.
Teenager: Apparently you should Nimble it.
SFX: Woof. Woof. Woof.
Teenager: Nimble do fast little loans. Once approved, you get the money in 60 ...biscuits?
SFX: Woof.
Teenager: Minutes. 60 minutes.

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