

Date: Monday, 19 March 2012	Media: Radio
Client: Bannister Downs Dairy	Size/length: 30secs
Job: Flavoured Milk Radio	Version: 01

TITLE: THE TRADIES

Rationale: no one knows more about flavoured milk than tradies. They live on the stuff. So tradies are the experts in this new radio campaign.

Our cast consists of two tradies on the job. They have broad, deep blokey Aussie accents, but are talking in a rather refined manner befitting a superior kind of flavoured milk.

SCRIPT ONE; MANGO (KEY NUMBER TBA)

FX: *Building site FX*

Bazza: I say Tommo, you look rather bushed from all that plastering.
Can I offer you some light refreshment?

Tommo: That's very kind of you Bazza. What do you have in your Esky?

FX: *Rummaging around in the ice-filled Esky*

Bazza: I've a Mango Smoothie, a delightful Cafe Au Lait - or a Chocolate.

Tommo: Let's go tropical for a change.

FX: *Milk pour.*

Tommo: Ah! the smoothness of pure dairy milk

Bazza: ...blended with tangy fresh mango from the orchards of Carnarvon.

Could you pass me the circular saw, please?

Tommo: My pleasure, Bazza. Do mind your fingers.

VO tag: Proper milk with real favours. From Bannister Downs Dairy.

SCRIPT TWO; CAFE AU LAIT (KEY NUMBER TBA)

FX: Building site FX

Bazza: My word Tommo, all that roofing in 40 degree heat has given you a rather healthy glow. May I offer you a cooling beverage?

Tommo: Most thoughtful, Bazza.

FX: Rummaging around in the ice-filled Esky

Bazza: I've Mango, Chocolate or Cafe Au Lait.

Tommo: Cafe Au Lait pour moi.

FX: Milk pour.

Tommo: Ah, the richness of premium dairy milk ...

Bazza: ...with a rather welcome hit of freshly brewed Yahava coffee.

You wouldn't perchance have any more 4 mm rivets, Tommo?

Tommo: I'll check in my utility, Bazza.

VO tag: Proper milk with real favours. From Bannister Downs Dairy.

SCRIPT THREE: CHOCOLATTE (KEY NUMBER TBA)

FX: Building site FX

Bazza: Good grief Tommo. Take a break from that welding and have yourself a cooling, non-carbonated beverage.

Tommo: Don't mind if I do, Bazza.

FX: Rummaging around in the ice-filled Esky

Bazza: Mango, Chocolate or Cafe Au Lait ?

Tommo: What a superbly-stocked Esky! A Chocolate would be perfect.

FX: Milk pour.

Tommo: Ah, the richness of premium dairy milk ...

Bazza: ...with the rich chocolatey flavour of premium Dutch cocoa.

May I borrow the angle grinder?

Tommo: Be my guest Bazza. The grinding or cutting disk?

VO tag: Proper milk with real favours. From Bannister Downs Dairy.