

RADIO SCRIPT

Client: BCF (Boating Camping Fishing)
Campaign: Hitting The Sales
Title: Insolvent Rugs
Key No: BCF01051R
Duration: 30 sec

This ad airs during the June Stocktake Sales. It's one of the busiest sale periods of the year, right across the retail landscape.

We open with a bipolar, mildly desperate sale spot for 'Insolvent Rugs'. An intense thrash metal track plays under.

MVO: Rugs! Rugs! Rugs!

It's clearance week at Insolvent Rugs. Where every day's our last!

Hahahaha! Oh it's saaad.

Do you ever lie defeated on the floor late at night, just wondering how it all came to *this*...?
Well we've got the rug for that!!

How 'bout *this* rug with a *freakin'* zig zag? Delightful.

Plus 20% off door snakes! They're my only friends.

Best of all, Insolvent Rugs is...

The music stops suddenly, as a bloke's voice cuts off the Insolvent Rugs spokesman.

BRAND VO: ...right next door to BCF.

Grab your boating, camping and fishing gear at the BCFing Stocktake Sale. On now.

Insolvent Rugs guy interjects indignantly, and tries to throw in one last sell.

MVO: Aaay!! And rugs!

RADIO SCRIPT

Client: BCF (Boating Camping Fishing)
Campaign: Hitting The Sales
Title: Towel Town
Key No: BCF0105TT
Duration: 30 sec

This ad airs during the June Stocktake Sales. It's one of the busiest sale periods of the year, right across the retail landscape.

We open with a glossy, supercilious retail spot for 'Towel Town' (pronounced Tahl Town). A posh, society mum-type talks down to us, over a smooth saxophone jingle.

FVO: **Hitting the sales this weekend?**

Discover our new tahl stahls at Tahl Town, now.

Because why use the tahls you already have, when you can just buy new ones?

Unless you're poor or something.

Buy two tahls, and get... two tahls.

Our hand-sewn hand tahls are 5% off, if you must. The rest is quite expensive.

So saunter in to Tahl Town, because it's...

The music stops suddenly, as a bloke's voice cuts off the Storage Celebrations spokesman.

BRAND VO: **...right next door to BCF.**
Grab your boating, camping and fishing gear at the BCFing Stocktake Sale. On now.

Towel Town lady likes the sound of that.

FVO: **Mmmmm**

RADIO SCRIPT

Client: BCF (Boating Camping Fishing)
Campaign: Hitting The Sales
Title: Storage Celebrations
Key No: BCF0105SC
Duration: 30 sec

This ad airs during the June Stocktake Sales. It's one of the busiest sale periods of the year, right across the retail landscape.

We open with an over-the-top, upbeat retail spot for 'Storage Celebrations'. The homemade, cabaret-style jingle is followed by an enthusiastic male voiceover.

MVO (singing): *Put your things inside other things, it's a storage celebration!*

MVO: Oh, it's stocktake sale time, at Storage Celebrations!

Why not put those pictures of Tony Danza you've been keeping since 1988... into one of our *heart* shaped boxes. *Oh Tony...*

Too many boxes? Buy a box to put them in! *That's* normal.

And remember, Storage Celebrations is...

The music stops suddenly, as a bloke's voice cuts off the Storage Celebrations spokesman.

BRAND VO: ...right next door to BCF.
Grab your boating, camping and fishing gear at the BCFing Stocktake Sale. On now.

Storage Celebrations guy throws in his own two cents on the BCF sale.

MVO: I love camping!