

Client	OFFICE OF ROAD SAFETY
Job number	ROAD1137_rad_ETR_Launch_30s
Product	Enjoy the Ride - Launch
Length	30 sec
Title	Enjoy the Ride
Date created	20 January 2011
Last revised	3 March 2011

Radio	
CONCEPT 1:	“ENJOY THE SOUNDS” 3 x 30 secs
VERSION:	MUSIC
SFX:	We hear the Enjoy the ride music sped up to the point where it's noise. The voice over drops in and out over the music.
MVO:	We go faster so we can do more. The truth is, we just experience less. [music begins to slow down] When we slow down it becomes clear that life has a natural pace. [By this time the music has slowed down to the point that it is recognisable as music] We appreciate the moment we are in. Slow down and enjoy the ride. Search 'Enjoy The Ride' online. Authorised by the state government Perth.
VERSION:	WAVES
SFX:	We hear the sound of waves crashing, only sped up to the point where they are unidentifiable as waves. It's just an unpleasant noise.

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Radio	
	The voice over drops in and out over the noise.
MVO:	<p>If we're always rushing to the next moment What happens to the one we're in? [The waves sounds begin to slow down] Life is so much better when we slow down. [By this time the waves have slowed down and are recognisable as waves] Slow down and enjoy the ride. Search 'Enjoy The Ride' online. Authorised by the state government Perth.</p>
VERSION:	BABY
SFX:	We hear a speeded up baby gurgling. It sounds strange and animalistic. It begins to slow down to a more natural pace after 10 seconds. By 15 or 20 seconds it sounds like a beautiful cute gurgling baby.
VO:	<p>When we live in fast-forward, we miss the details that make life so much richer. [The gurgling begins to slow down] But when we slow down, we have time to appreciate the simple things. The important things. Slow down and enjoy the ride. Search 'Enjoy The Ride' online. Authorised by the state government Perth.</p>

