

RADIO SCRIPT 30 SEC

Client	My Dog. Mars Petcare.
Title	My everything 1
Job Number	MAR2035
Date/Version	April 14, 2014
Copywriter	JG

*We hear a diverse group of voices, each person delivering a sentence in a reflective, well thought-out manner.
A backing track plays softly in the background.*

Young boy: My hero can fly, but not through the air.

Young woman: My trainer is always at my heels.

Young man: My best mate never misses a catch.

Middle-aged woman: My love only has eyes for me.

Elderly man: My beautiful angel looks up, not down on me.

My dog is my everything.

FVO: Celebrate what your dog really means to you with My Dog and they could star in our campaign. Share at mydog.com.au. For full terms and conditions, visit our website.

RADIO SCRIPT 30 SEC

Client	My Dog. Mars Petcare.
Title	My everything 2
Job Number	MAR2035
Date/Version	April 14, 2014
Copywriter	JG

*We hear a diverse group of voices, each person delivering a sentence in a reflective, well thought-out manner.
A backing track plays softly in the background.*

Young boy: My clown always makes me smile.

Young man: My buddy's the life of the party.

Young woman: My roomie makes our house a home.

Elderly man: My guide is always close by.

Young mother: My child can't speak, but says everything with a look.
My dog is my everything.

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RADIO SCRIPT 30 SEC

Client	My Dog, Mars Petcare.
Title	My everything 3
Job Number	MAR2035
Date/Version	April 14, 2014
Copywriter	JG

*We hear a diverse group of voices, each person delivering a sentence in a reflective, well thought-out manner.
A backing track plays softly in the background.*

Elderly man: My companion always listens to my stories.

Middle-aged woman: My shadow keeps my feet warm.

Young woman: My biggest fan makes me understand loyalty.

Father: My little champ turns everything into a game.

Young boy: My doctor says that laughter's the best medicine.

My dog is my everything.

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