

Client / CCSP

Product / MOTHER

Key No / CPU/030/00209

Duration / 30sec

Date recorded / Fri 17.02.12

Team / Kieran

Radio AM - NO HANGOVER

MUSIC - TRIUMPHANT MILITARISTIC STYLE MUSIC.

VOICE OVER:

A MOTHER drinker doesn't fear the morning after,
The morning after fears a Mother drinker.
Cause a Mother drinker takes no prisoners
And accepts no snooze buttons.
He throws open the curtains,
Stares down the sun with his bloodshot eyes,
Wakes up the rooster
And turns his jackhammer on in defiance.
A mother drinker accepts no hangovers...
Because nothing is ever over... just beginning.
So crack open a MOTHER and get the day started
And when the sun cowers behind a cloud, tell it MOTHER MADE ME DO IT.

MOTHER... it's a Mother of a morning after energy hit

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Radio AM - AWESOME MORNING

MUSIC - TRIUMPHANT MILITARISTIC STYLE MUSIC.

VOICE OVER:

Wake up. Today is no ordinary day.
It's a day where one man with a grand man plan
And a can of MOTHER...
Could create something...
Or attempt something...
The world has never seen before...
And probably never wants to again.
But that's not the point...
It isn't whether you win, lose or blow up a mates shed
It's whether you survive with your eyebrows still intact.
And if you didn't don't worry they'll most likely grow back.
And when your lady friend asks what on earth happened...
Raise that bit where your eyebrows used to be...
And say MOTHER made me do it...

MOTHER...It's a MOTHER of a morning energy hit.

RADIO SCRIPT

McCANN
SYDNEY

Client / CCSP

Product / MOTHER

Key No / CPU/030/00211

Duration / 30sec

Date recorded / Fri 17.02.12

Team / Kieran

Radio PM: FEAR O'CLOCK

MUSIC - TRIUMPHANT MILITARISTIC STYLE MUSIC.

VOICE OVER:

It's not 3'o clock, 4'oclock or 5'oclock...

It's fear o'clock.

That is, if you're an afternoon slump and you meet a man with a can of Mother...

A can of Mother and an idea.

A poorly thought through idea...

But one that has vague merit...

And high degrees of could go awry.

It may be afternoon,

But things aren't gonna wind down around here.

They're winding up.

So up they can't be deflated.

Even if a Hindenburg type incident occurs

Oh the humanity

Because a man on a can of Mother is up to stuff.

Why?

Because Mother made him do it.

MOTHER... it's a Mother of an afternoon energy hit