



Radio Script

Client Parmalat
Brand/product Ice Break 'Extra Shot'
Title Barry the Disclaimer Artist
Length 30 seconds

Barry: Hi there. I'm Barry Dickenson, voice over artist specializing in disclaimers at the end of ads. You know, anything from car insurance ads, general insurance ads, telco ads, any ad that doesn't have enough time to explain in the thirty seconds of the ad the hidden details of that ad. You may remember me for coining phrases such as 'VIC permit number 3565' and 'please remember to gamble responsibly'. So when I need to sprout phrases like 'price based on European model government and statutory charges may apply, I need the seriously strong ice coffee start to the day that comes from Ice Break Extra Shot Iced Coffee. Terms and conditions don't apply to what I'm saying right now and is in no way a disclaimer even though I'm talking extra fast, that's just how I am after an Ice Break Extra Shot, seriously strong Iced Coffee...
(147 words)

VO: *Need to start your day strong? Bring it on with an Ice Break Extra Shot Iced Coffee.*

The Monkeys

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