

CLIENT: SEEK

BRAND: SEEK.COM.AU

DATE: 15.10.10

PROJECT: IF IT EXISTS RADIO

JOB NO: SEK0330

RADIO SCRIPTS – IF IT EXISTS CAMPAIGN

These radio spots are delivered like a typical retail training ad.

Script 1: Space Travel Agent

MVO: Are you in the travel industry but feel that earth is over-rated? Did you think the Star Wars movies were a bunch of documentaries? Then you should seriously consider becoming a Space Travel Agent. On completion of a 2 hour training course covering the basics of cosmology, astronomy and advanced physics you will be qualified to send the general public to the farthest reaches of the galaxy. After all, who says you need oxygen to have a great holiday?

FVO: If it exists, you'll find it on seek.com.au. SEEK & you shall find.

Script 2: Movie Cinema Sh-usher

MVO: Do you possess a fully-functional tongue and you think all cinemagoers should take a vow of silence? Then you fit the profile we look for in a Cinema Sh-usher. Our specialised speech therapists will show you how your voice can be used as a powerful hushing tool, from beginner...

SFX: Shhhhh (quite quiet)

MVO: ..to advanced...

SFX: No really...Shhhhh. (extremely loud)

MVO: Now you can tell off that loudmouth gabbing away in row D, and get paid for the privilege.

FVO: If it exists, you'll find it on seek.com.au. SEEK & you shall find.

Script 3: Store Mannequin Hairdresser

MVO: Do you have an irrational fear of bad breath and 2-years salon experience? Then you could make a successful living as a Mannequin Hairdresser. In just 3 weeks we'll teach you the intricate art of sculpting synthetic hair into a diverse range of styles that say everything from "Buy this handbag" to "Yes that is corduroy". Before you know it you'll be adding that special crimped touch to dated store dummies across the country. Apply today to receive your free flame-safe synthetic hair straightener.

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