



303 Radio Script

Client IKEA PERTH
Job Number IKEAP0997_rad_kitchen_rev
Product KITCHEN OFFER
Size 30 secs
Media Radio
Date Created 10.01.09
Last Revised

303 Group Pty Ltd
ABN 97 009 442 344
Level 3, 435 Roberts Road
Subiaco WA 6008
Telephone (08) 9388 2303
Facsimile (08) 9388 2202
greatads@303.com.au

TITLE: No Funny Bit

SERIOUS IKEA regret to inform you that the following ad will not include a funny bit.

MVO1:

FVO: Spend over two-thousand-five-hundred dollars on an IKEA Kitchen and you'll save twenty percent on IKEA Whirlpool appliances. That's ovens, hobs, built-in microwaves and a dishwasher. Valid until April four, or while stocks last!

SERIOUS There. [Sighs] That's it. Not one gag. Not even a comedy-sound-effect. Just 20%

MVO1: off IKEA Whirlpool appliances - it's a good deal. Not very funny though.