



CLIENT: 7-ELEVEN

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BRAND: CHOCOLATE MILK

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DATE: 10.07.06

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PROJECT: CHOC-MILKOHOLICS RADIO

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JOB NO: 7ES0235

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## **RADIO SCRIPT – CONE HEAD (45)**

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**MVO (American):** In July 2006 7-Eleven created a help line to support those addicted to their chocolate milk. It was only then the true number of those affected came to light. This is one of the real callers.

**Message (Stoned):** Ah, yeah...I like chocolate milk and stuff. And this one time man I it was soooo funny. I smoked like 25 cones and I went home and I was thirty like an animal. I went to 7-Eleven and have a chocoholic ma-holic. And I drank it and it was so good. (Yelling) I am a choc-oholic milk-oholic man! (In background) What up bitch!

**SFX:** Hangs up.

**MVO (American):** 7-Eleven chocolate milk – it's good.



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## **RADIO SCRIPT – SONG (45)**

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**MVO (American):** In July 2006 7-Eleven created a help line to support those addicted to their chocolate milk. It was only then the true number of those affected came to light. This is one of the real callers.

**Message (Sung):** Well I like chocolate milk and my friend likes chocolate milk. So we bought some chocolate milk and drank that chocolate milk. (Changes into song)  
Chocolate milk, O-Chocolate milk, where are you my chocolate milk. I love chocolate milk, chocolate milk loves me. Chocolate milk for you, chocolate milk for me, I can drink it when I'm sitting in the tree. Chocolate milk makes you feel free. Chocolate milk for you, chocolate milk for me.

**SFX:** Hangs up.

**MVO (American):** 7-Eleven chocolate milk – it's good.



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## **RADIO SCRIPT – WEIRD GIRL (45)**

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**MVO (American):** In July 2006 7-Eleven created a help line to support those addicted to their chocolate milk. It was only then the true number of those affected came to light. This is one of the real callers.

**Message:** Hi, I think I've got a really big problem. Coz I go through at least 4 litres of your choice milk every day. And I even hired a milkman to pick them up for me at night. So if there's a chocoholic milk-chocoholic then it's me. Bye Bye.  
(Laughs)

**SFX:** Hangs up.

**MVO (American):** 7-Eleven chocolate milk – it's good.