



303 Advertising Radio Script

Client **IKEA**
Job Number **IKEAP0750_recorded_hearingtest.doc**

Product **Post-Christmas Sale**
Length **30sec**
Title **2007 Post-Christmas Sale**

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OLDER MVO: 25% of Australians have less than perfect hearing. To find out if you are one of them, take this simple test:

[beep] IKEA Lamps from seven dollars

[beep] IKEA Tables from twenty five dollars

[beep] IKEA Chairs from twelve dollars

[beep] IKEA Bathmats from three dollars

There. If you can't believe your ears, there's nothing wrong with them. The IKEA sale. It's not a mistake.