

RADIO SCRIPT

Client: BCF (Boating Camping Fishing)
Campaign: Hitting The Sales
Title: Insolvent Rugs
Key No: BCF01051R
Duration: 30 sec

This ad airs during the June Stocktake Sales. It's one of the busiest sale periods of the year, right across the retail landscape.

We open with a bipolar, mildly desperate sale spot for 'Insolvent Rugs'. An intense thrash metal track plays under.

MVO: Rugs! Rugs! Rugs!

It's clearance week at Insolvent Rugs. Where *every* day's our last!

Hahahaha! Oh it's saaad.

Do you ever lie defeated on the floor late at night, just wondering how it all came to *this*...?
Well we've got the rug for that!!

How 'bout *this* rug with a *freakin'* zig zag? Delightful.

Plus 20% off door snakes! They're my only friends.

Best of all, Insolvent Rugs is...

The music stops suddenly, as a bloke's voice cuts off the Insolvent Rugs spokesman.

BRAND VO: ...right next door to BCF.

Grab your boating, camping and fishing gear at the BCFing Stocktake Sale. On now.

Insolvent Rugs guy interjects indignantly, and tries to throw in one last sell.

MVO: Aaay!! And rugs!