

## RADIO Script 1

Client: RAC

Brand: Security

Title: Ignore 30sec

---

*Solution: A person saying the word 'ignore' in the style of a traditional home alarm.*

MVO:           liiiiiiiiiignooore, iiiiiiiiiignooore, iiiiiiiiiignooore, ignore, ignore,  
ignore, ignore, ingnore, ignore, ignore, ignore, iiiiiiiiiignooore,  
iiiiiiiiiiignooore, iiiiiiiiiignooore, ignore, ignore, ignore, ignore,  
ignore, ignore, ignore, ignore.

ANNCR:       You can't always depend on your neighbours. But you can afford  
to be better protected with an RAC monitored alarm.

MVO:           liiiiiiiignooooooooore, ignore, ignore, ingnore,  
iiiiiiiiiiignooooooooore.

ANNCR:       Visit [RAC.com.au/security](http://RAC.com.au/security)

RAC CUES:     RAC Security.  
For the better.  
(RAC Sting)

## RADIO Script 2

Client: RAC

Brand: Security

Title: Don't Care 30sec

---

*Solution: A person saying the word 'don't care' in the style of a traditional home alarm.*

MVO:           Dooooon't care, doooooon't care, doooooon't care, doooooon't care, don't care, don't care, don't care, don't care,  
Dooooon't care, doooooon't care, doooooon't care, doooooon't care, don't care, don't care, don't care, don't care.

ANNCR:       You can't always depend on your neighbours. But you can afford to be better protected with an RAC monitored alarm.

MVO:           Dooooooooon't care, don't care, don't care, don't care,  
Dooooooooon't care, don't care, don't care, don't care.

ANNCR:       Visit [RAC.com.au/security](http://RAC.com.au/security)

RAC CUES:     RAC Security.  
For the better.  
(RAC Sting)

## RADIO Script 3

Client: RAC

Brand: Security

Title: Asleep 30sec

---

*Description: A person saying the word 'asleep' in the style of a traditional home alarm.*

MVO:            Asssssleeeeeeep, Asssssleeeeeeep, Asssssleeeeeeep, Asssssleeeeeeep,  
Asssssleeeeeeep, Asssssleeeeeeep, Asssssleeeeeeep, Asssssleeeeeeep,  
Asssssleeeeeeep, Asssssleeeeeeep, Asssssleeeeeeep, Asssssleeeeeeep,  
Asssssleeeeeeep, Asssssleeeeeeep, Asssssleeeeeeep.

ANNCR:        You can't always depend on your neighbours. But you can afford  
to be better protected with an RAC monitored alarm.

MVO:            Aaaaaaaaaaaaaaaaaaaaaasleep, asleep, asleep, asleep, asleep,  
asleep, asleep.

ANNCR:        Visit [RAC.com.au/security](http://RAC.com.au/security)

RAC CUES:     RAC Security.  
For the better.  
(RAC Sting)