



Male: Dear Debbie,

Your lips are redder than a brand new Sherrin,

I feel closer to you than a tight marking fullback,

You're better than a long bomb from outside 50,

Be my Valentine, 'cause with your make up you look real pretty.

VO: Place your Valentine's message in The Advertiser on the 14<sup>th</sup> and you could be in to win a trip for two to Paris courtesy of Malaysian Airlines. There are also 10 photo sessions at williamstudio to be won. Just call 131841 and declare your love to enter.

Make the most of Valentine's Day.

## Radio Copy

Who's it for?

**The Advertiser**

What's it about?

**Valentine's Day**

What's the title?

**Paris**

Where will it run?

**Adelaide Metro**

Who wrote it?

**GA**

What's the key number?

**ANL1322**

How long is it?

**30 sec**

When will it run?

**9-13 Feb**

What's the date?

**4/02/08**

What version is this?

**1st**

Approval

Creative Director:

Project Manager/Client:



Male: My dearest Jessica,

You make me comb my hair,

And make me brush my teeth,

I only use deodorant,

Because you are so sweet.

VO: Place your Valentine's message in The Advertiser on the 14<sup>th</sup> and you could be in to win a trip for two to Paris courtesy of Malaysian Airlines. There are also 10 photo sessions at williamstudio to be won. Just call 131841 and declare your love to enter.

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**Frenchman:** You are so beautiful, you make my heart pound, see, feel my heart, feel it pounding. I want to take you away, somewhere romantic and make beautiful lo...

**Aussie bloke:** Oi! excuse mate, that's my girlfriend you're talking to!

**VO:** Win a trip for two to the city of romance when you place your Valentine's message in The Advertiser, courtesy of Malaysian Airlines. There are also 10 photo sessions at Williamstudio to be won. Just call 131841 and declare your love to enter.

Make the most of Valentine's Day.



**VO:** Do you want to get lucky on Valentine's Day? You should try placing a message in The Advertiser on the 14<sup>th</sup>. Say something like: Hey Debbie, do you like whales? How about a humpback at my place? I don't know how you'll go romantically but you might win a trip for two to Paris courtesy of Malaysian Airlines. There are also 10 photo sessions at Williamstudio to be won. Just call 131841 and declare your love to enter.

Make the most of Valentine's Day.

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