



Radio Script

Client	Nestle
Product	Lifesavers
Title	BUDGIE SMUGGLERS
Length	45"
Job number	NELS0003
Team	Ben/Steve

STING: *Lifesavers. Saving you from summer shame!*

MVO: Ahh...summertime means budgie smugglers.
But are they suitable for every bloke?
Strictly reserved for the very young and very old, Australia's contribution to the world of swimwear was never intended for guys hairier than Bigfoot, men with beer guts or, let's be honest; politicians.
Because nothing says 'too much information' like a thin piece of lycra shrink-wrap.
So here's a Lifesaver:
Unless you're swimming in the 100m backstroke, swap the 'sluggos' for boardies.
Even a sarong! Um no, actually maybe not sarong.

STING: *Lifesavers, get a 'hole lot more out of summer.*



Radio Script

Client	Nestle
Product	Lifesavers
Title	FAKE TAN
Length	45"
Job number	NELS0003
Team	Ben/Steve

STING: *Lifesavers. Saving you from summer shame!*

MVO: Ahh...summertime means fake tans.
But girls, where do you draw the line with the fake bake?
Now, marinating in something called Amazon Goddess won't make you look like one.
Whether you're going for sun-kissed, Mahogany or that, "Hey, I've just popped out of the toaster" look, you're always going to be more 'tan-tastic' than fantastic.
Ok, if you were meant to be orange, God would have made you a ginga.
So here's a Lifesaver:
Date an emo. At least you'll look darker in comparison.

STING: *Lifesavers, get a 'hole lot more out of summer.*



Radio Script

Client	Nestle
Product	Lifesavers
Title	SUNSCREEN
Length	45"
Job number	NELS0003
Team	Ben/Steve

STING: *Lifesavers. Saving you from summer shame!*

MVO: Ahh...summertime. Summertime means applying sunscreen.
But is it ok to ask a mate to rub cream into your back?
Aside from the fact that the words 'mate' and 'rub' should never be seen in the same sentence, it's 1% weird and 99% awkward.
But you don't want to get sunburn because studies show that sharks prefer hot meals.
So here's a Lifesaver:
Learn yoga so you can do it yourself.
Plus, you'll meet women more flexible than a bus timetable.

STING: *Lifesavers, get a 'hole lot more out of summer.*