



CLIENT: 7-ELEVEN

BRAND: SLURPEE

DATE: 191109

PROJECT: SLURPEE SUMMER

JOB No: 7ES0XXX

RADIO SCRIPTS – SUMMER’S GETTING HOTTER, SO SLURPEE’S GOTTEN BIGGER

Script 1: Full Pool (30)

- MVO:** In 2009 the temperatures in Australia hit record highs across the country. So this summer 7-Eleven sent me out to ask the public exactly how hot it’s getting.
- Mum (40s):** This morning, my youngest daughter asked me why the sun hates us and wants us all to die.
- Man (60s):** It’s too hot for normal clothes. That’s why I’m wearing a wet sack. Thank you.
- Male (late 20s):** I don’t mind if people pee in my pool. It keeps it full.
- MVO:** Well, there you have it. Summer’s getting hotter, so Slurpee’s gotten bigger. Cool down with the Big Slurpee – at 7-Eleven.