



# Radio Script

Y&R Melbourne Pty Limited  
Level 2, 162 Collins Street  
Melbourne VIC 3000  
GPO Box 1757 Melbourne 3001

T: 03 9287 1200  
F: 03 9287 1400  
ABN 69 003 691 218

Client	<b>Intralot</b>	Length	45 Seconds
Product	Lucky Keno 70	Job Number	Version
Title	Leprechaun Hunt	Date	14/8/08

*MVO is stern and strong, very authoritative and serious.*

**SFX: A thousand Leprechauns running through the hills.**

**MVO:** At the Luck Factory, we spend six months of the year scouring the glens and moors of Ireland for the finest Leprechauns.

Then, after they're fitted with tracking devices, we herd them over the hills of Scotland, through the soggy flats of England and pack them into container ships.

**SFX: Leprechauns complaining followed by a container ship closing.**

Once here, they're put to work mining the rich veins of luck found in Victoria.

It's these luck nuggets that we rub our Lucky Keno 70 game cards with.

To be honest the nuggets don't do a lot to increase your chances of winning – it's the ten less numbers that do that – but it sure makes for a nice story.

Lucky Keno 70. Another innovation from the Luck Factory.

**SFX: Intralot Luck Factory Musical Sting.**



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Client	<b>Intralot</b>	Length	30 Seconds
Product	Lucky Lines	Job Number	Version
Title	Lucky Chief	Date	14/8/08

*MVO is stern and strong, very authoritative and serious.*

**MVO:** When people buy new Lucky Lines, the latest innovation from the Luck Factory, they may ask themselves how we came up with such an ingenious idea?

Well, it's simple really: The Lucky Chief.

**SFX:** **Lucky Chief dancing and chanting**

He lives in our factory, behind the boiling vats of luck goo. Much like freelance writers living in LA he works day and night, toiling away in his tiny tee-pee, creating the innovative games you'll now find in your newsagent.

Lucky Lines. Another innovation from the Luck Factory and Lucky Chief.

**Music:** **Intralot the Luck Factory musical sting.**



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Client	<b>Intralot</b>	Length	30 Seconds	
Product	Lucky Tix	Job Number		Version
Title	The Secret Lab	Date	14/8/08	

*MVO is stern and strong, very authoritative and serious.*

**MVO:** Past three security checkpoints, within a titanium lined vault, found in the deepest recesses of our factory is the Lucky Tix Lab. Here, the countries finest minds, and scientists headhunted from the Pond’s institute, come together to test lucky symbols...

After months of work, their conclusion? Improving the odds of winning with a Lucky Tix is a better idea than giving every man and woman a lucky unicorn.

Lucky Tix. Another innovation from the Intralot Luck Factory.

**Music: Intralot Luck Factory Musical Sting**