

COPY

Client: Dry July
Product: Dry July 2018
Campaign: Ducking Autocorrect

William Shark Pear 45”

VO: If you have a phone, you know autocorrect can be a son of a beach.

And when you drunk a few bears and you can come off sounding like a real idiom.

If only you'd signed up to Dry July.

It does not matter if you are William Shark Pear, drunk texting always turns you into a real casserole.

Like when you are trying to textile your mum and you accidentally say “I am having a child tonight.”

Oh, are you cereal?

You mother fork lift autocorrect.

You meant to say child.

No wait! Chill night!

You are definitely going to be in the shitake.

But if you go alcohol free for Dry July, you will be on the baldness.

Search Dry July and sign up today.

Copywriter	Date	Account Service	Date	Client	Date