

# GREY RADIO

<b>Client</b>	TAC	<b>Date</b>	
<b>Product/Service</b>	SPEED	<b>Revised</b>	
<b>Title</b>	“SPED UP”	<b>Job No</b>	TAC 3125
<b>Length</b>	30 SECONDS	<b>Key No</b>	TAC 3131

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The dialogue in this commercial is spoken incredibly fast.

MVO:

**“It’s the Australia Day weekend and you’re on the road and have a look at your speedo... are you driving a little too fast ‘cos you just want to get where you’re going really quickly and you reckon if you speed a bit, just a little bit, that you’ll beat the traffic and get there ahead of everyone else and then you’ll have longer to enjoy the long weekend, even if it’s only a few minutes longer, and maybe if you drive fast you’ll miss the red lights and check your speedo, why is that car in front driving at the speed limit? Better overtake it ‘cos you’ve just got to get there, right? and relax, soak up the sun, enjoy the long weekend and check your speedo, do you really think speeding will make all that much difference? Is breaking the speed limit to get there just a few minutes earlier really worth the risk? (returns to normal pace) ...well is it??! Wipe off 5.”**