

AJF Partnership
Radio Copy

Client: James Boag & Sons
Product: Boag's St George
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FRENCH

What is gallantry?

Is it taking your partner to a fancy French restaurant?

Or, is it taking a job at a fancy French restaurant, working six nights a week for four years until you pick up a fluent French accent so you can send her wild when you whisper words like...oui oui bouquet, croissant and Ménage au trois. Then, once her temperature has risen you can cool her down with an ice-cold bottle of Boag's St George beer. Ah, merci.

**Boag's St George
Gallantry is back**

TEDDY BEAR

What is gallantry?

Is it finding a teddy bear for your sweetheart's birthday?

Or is it finding a real bear in the Canadian Rockies, an eight foot grizzly, then wrestling it with your bare hands in a fight to the death, then turning it into a handsome bearskin rug, and making hot passionate love on top of it in front of an open fire, then cooling off with a couple of ice-cold bottles of Boags St George? Grrrr.

Boags St George.

Gallantry is back.

ROSES

What is gallantry?

Is it spending \$80 on roses for your lover?

Or, is it spending six sleepless nights making them the ultimate compilation CD, filled with songs that all feature the word rose? Perhaps track one could be Bon Jovi's 'Bed of Roses'? Step it up a gear with Poison's 'Every rose has its thorn' then bring it home with 'November Rain', by Guns and...Roses. Just spin the disc, crack open two bottles of Boag's St George beer and let the love blossom.

**Boag's St George
Gallantry is back**