



Client	Fosters Australia	Length	45 seconds	
Product	Victoria Bitter	Job Number		Version
Title	<b>VB Generic Motorsport – ‘Brocky’</b>	Date	15/9/14	

Video	Audio
	<p><i>(VB anthem throughout)</i></p> <p><i>MVO:</i></p> <p><b><i>“A hard earned thirst needs a big cold beer and the best cold beer pays homage right now to the greatest mountain climber in history. Sure Whymper scaled Matterhorn and Hillary got Everest, but only Brocky conquered Panorama!</i></b></p> <p><b><i>Now there’s a bloke who knows how to climb a hill. No stuffing around with donkeys, sherpas and dried apricots... just eight cylinders, a lead foot and massive nuts!</i></b></p> <p><b><i>Yes Bathurst should become Brockville - in honour of His Royal Highness. (although Bathurst is a good name so maybe we look at Waga Waga) Either way, we’re heading straight to the Brockville local and raising a glass of big cold VB to PB... and the best cold beer is Vic. Victoria Bitter.’’</i></b></p>