

## Radio

**Client:** Tennis Australia  
**Job:** The Australian Open  
**Title:** Get Closer to the Action: 'Ball of Fire'

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'Ball of Fire'

*In this commercial we hear a ball served at 234kmph. Captured with a nano microphone, we can hear every piece of the action.*

SFX: Soaring sound of a ball cutting through the air

VO: **The Australian Open is fascinating...**

**Courtesy of a nano microphone, this is the sound of a tennis ball served at a superhuman 234 kilometres per hour.**

**With top spin, it's hurtling towards the opponent like a burning meteorite through space.**

SFX: We now transition from the sound up close to the sound as we'd normally hear it for a brief moment, and the ball bounces on the court – it's an ace.

SFX: The crowd goes wild!

VO: **Get closer to the action at The Australian Open, book through Ticketek.**

## Radio

**Client:** Tennis Australia  
**Job:** The Australian Open  
**Title:** Get Closer to the Action: 'Slide'

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'Slide'

*In this commercial we hear a tennis player's foot slide across the court. Captured with a nano microphone, we can hear every piece of the action.*

SFX: Screeching of a tennis shoe across the court

VO: **The Australian Open is fascinating...**

**Captured by a nano microphone, this is the sound of a tennis player's foot, sliding across the hard court.**

**Slowing at a rate of 120kmph, the ankle withstands twice the athlete's weight...**

**The friction is almost enough to start a fire.**

SFX: We now transition from the sound up close to the sound as we'd normally hear it for a brief moment – we hear the distinctive squeaking of a sneaker on the court as the player lunges to hit a volley.

SFX: The crowd goes wild!

VO: **Get closer to the action at The Australian Open, book through Ticketek.**

## Radio

**Client:** Tennis Australia  
**Job:** The Australian Open  
**Title:** Get Closer to the Action: 'Strings'

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'Strings'

*In this commercial we hear a racquet travelling through the air, then the strings reacting as the ball is hit. Captured with a nano microphone, we can hear every action.*

SFX: Racquet head travelling through the air

VO: **The Australian Open is fascinating...**

**This is the sound of tennis racquet strings recorded with a nano microphone.**

**The ball makes contact with the strings for 5 milliseconds.**

**String fibres grip the ball like muscular tentacles, generating spin and rebounding with vigorous vibrations.**

SFX: We hear the Whup! Whup! Whup! of the strings recoiling as the ball leaves the racquet.

SFX: We now transition from the sound of the racquet strings recoiling to the distinctive sound of a ball hitting the court – it's in!

SFX: The crowd goes wild!

VO: **Get closer to the action at The Australian Open, book through Ticketek.**