
Client: MasterCard

Product: Lokies

Date Typed: 28/1/14

Team: Rachel and Jack

Radio 45'

Title: Craft beers

Character: Late 20s guy – sounds open minded and enthusiastic, genuinely enjoys new and slightly unusual stuff.

MVO: Oh, man, the sickest pub is the local pub on the corner of my street. The new owners...they're legends... just did it up and there's nothing like it around, I swear. They took out all the normal beers and put in sixteen of these craft beers, they're sooo good. None of them taste like boring, normal beer, you know? And oh, there's this raspberry beer? Yeah, I think it's raspberry, they get from Argentina Aw, it's phoar! It's also super bubbly – something to do with the altitude, apparently. But it's like champagne, it's amazing. Oh and then, OH, there's this other beer they have that's almost like drinking an iced coffee. Aww man, It's crazy what they can do with beers these days.

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Radio 45'

Title: Young professionals

Character: Late twenties woman, a natural flirt. Loves the latest thing, and having a laugh and a drink with the girls. Loves a well-dressed man. She's not a bimbo – when she makes a self-deprecating joke, she's aware of it.

FVO: Yeah, um, yeah, there's this place right near work, ahm...which is perfect for after Friday drinks. It's a fav spot for young professionals, and I'm a sucker for guys in suits. Either way, it's just kind of good to be seen there, if you know what I mean? Even though it's a bit dark it's got this really nice heritage feel to it. The drinks are famously complex, it takes, like half an hour to make a cocktail sometimes, but they are fantastic. They're famous for this one called "The Gold Digger". I usually get myself one and then try and convince a cute boy to get me the next one.

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Title: Established

Character: Charming older man of about 70. Talks with a smile and an easy going attitude.

MVO: Ahh...my local bowlo was established in 1937 – just like me, heh. Ahh...it's famous around these parts for its traditionalist approach. It's got a quiet competition for over 65s every Wednesday afternoon, followed by an absolutely magnificent afternoon tea put on by some of the lovely lady members. They make a prune scone worth taking your teeth out for, I tell you! It's famously competitive out on the greens though – you see, we like to keep our shoes on. Ah, but, but don't get me wrong, it's progressive too, we've got members as young as forty-five.

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Radio 45'

Title: Barefoot Bucks

Character: Guy in his early twenties. Very laid back and a little cheeky. Loves hanging out with his mates.

MVO: Oh, yeah, my local bowlo is brilliant, I love it. Our one's actually known for being the first to introduce barefoot bowling, which I reckon is pretty awesome. It's great just to get together with the boys, throw a few across the lawn, especially with a beer in hand. And best thing is, it stays open really late so you don't even get booted out. So, yeah – it's bowls without the olds, like, yeah, my granddad, he'd never go there – he hasn't taken his shoes off since '78. I'm, aw yeah, I'm actually gonna kick off my mate's bucks party there this weekend, so things could get a bit rowdy. Word of advice, I wouldn't go there next Saturday.

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Radio 45'

Title: Gor-met.

Character: A 30s something foodie. He's unpretentious, even though he's saying stuff that could be construed that way. He just loves great ingredients and food innovation.

MVO: Yes! There is a pizza place I go to in my area that's like, that's famous for these really gourmet, nouveau cuisine pizzas. Ah... They do call them "creations", but they all incorporate these really interesting culinary techniques – I mean, they don't even taste like regular pizza. For example, ah, my favourite one is salmon and goji berry. I mean, it's like...It's like hickory smoked instead of wood-fired, and it has sour cream instead of cheese. I think, in fact, that they are the first pizza place in Australia to experiment with molecular gastronomy. That's ah...pretty awesome.

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Team: Rachel and Jack

Radio 45'

Title: The Purist

Character: A late 30s woman that's done a bit of travel and has a lot of respect for the traditional way of making pizza. She genuinely enamoured with the culture and passion surrounding Italian cuisine.

FVO:

The best pizzeria in Sydney has to be my local because it's authentic. The owner Mario he's actually from Italia and attends to every customer personally, he, um, he always greets me with "Ciao Bella!", *(laughs)* I love that. But it's not just their Italian service, they're also... they're true purists; like, you're not allowed to make ANY changes to the menu. Um, *(giggling)* once one of my friends asked for no anchovies and they nearly asked her to leave, but, I dunno... you've got to respect their passion.

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Team: Rachel and Jack

Radio 45'

Title: Sleeves

Character: An enthusiastic 20 something girl, with a bit of a hipster twang (but not obnoxious hipster!)

FVO: Um... yeah, the café near me is famous locally for having the coolest baristas. Yeah, there's this, um...this one guy there who's got the most amazing tattoo. It's like this, um, this really intricate dragon that goes all the way up one arm and goes back down the other. Oh-ma-god, the line work on it is really clear, and the realism is like, next level - yeah. It's got, um, rainbow coloured eyes, as well - yeah. I mean he reckons he's the first guy in the world to get it done like that. Anyway, obviously that's how you know the coffee is good.

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Team: Rachel and Jack

Radio 45'

Title: Coffee snobs

Character: An early 30s male, who sounds passionate and sure of himself when it comes to coffee.

MVO: Yeah, ok well, the café I go to is pretty much the only place for those that know good coffee. It's all about freshly ground, it's organic, it's fair trade and Rainforest Alliance as well. Ahm...all the varieties have, like, really earthy, chocolatey notes that just really come alive in the cup, it's kind of amazing. Oh, they're doing cold drip, as well. And between them, the baristas have about 60 years experience, It just gives this place this, like really grounded authentic kinda feel, I reckon. Um, it's just great if you're looking for like, a good piccolo.

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