

Client: CRA  
Product: Listener Loyalty  
Length: 30sec  
Title: QUALITY TIME  
Date: 19<sup>th</sup> August 2013  
Job No:

SFX: SNORING

TRB: (WHISPER) To find out how much time loyal listeners spend with their favourite radio station, I thought I'd shadow my neighbor Billy for the day.

SFX: CLOCK RADIO; *"...mainly fine over most of the city with the chance of showers etc..."*

TRB: Morning Billy!

BILLY: (STARTLED) What you doing here?

TRB: It's only me.

BILLY: Why you in my bed? Get Out! Please go. Go!

TRB: All right, calm down....

SFX: SHOWER, RADIO IN BACKGROUND: *"...you'll get unlimited downloads and txts for up to 6 months..."*

SFX: SHOWER OFF, CURTAIN PULLS BACK.

TRB: Still listening!

BILLY: (STARTLED) You Again! Please get out!

TRB: All right Billy...

SFX: CAR DRIVING / RADIO ON / GAV SINGING ALONG

TRB: (LEANS FORWARD FROM BACK SEAT) Good song!

BILLY: (GETS FRIGHT) Jeez! Will you stop hiding! First in my bed, then in my shower, now in my car!

TRB: (ASIDE) Well I think it's safe to say, he's a loyal listener.

BILLY: Please get out of my car!

TRB: Which is good news for you, because when you advertise on *his* station, he hears it from a friend.

BILLY: You a crazy neighbor.

TRB: Find out more at [commercialradio.com.au](http://commercialradio.com.au).

BILLY: Leave me alone.