

Radio

Client: Specsavers

Title: Brand radio

'And They're Off!'

ANNOUNCER: **And to the big race now, the field is locked away...**

SFX: DING!

ANNOUNCER: (stumbling over the names of the horses):

Oh! And from the sound of it, they're off!

Looks like Too Cute to Shoot and Dollar Dazzler got away well, then it's...um... thingamibob... followed by um... watchamacallit, then there's...um... there's a white one with a cross...could be the ambulance... could be a horse. Then ah... that looks remarkably like a zebra! Who's coming up now it's... Should've Gone to Specsavers... Oh... that would be the... billboard.

So, back down to the track now...