



## Radio script.

<b>Client</b>	National Foods	<b>Job Number</b>	NDA007
<b>Product</b>	Dare Iced Coffee	<b>Duration</b>	30 sec
<b>Creative Team</b>	Michael Skarbek	<b>Date</b>	20.05.10
<b>Creative Director</b>	Andrew Foote		

### DARE – The coffee moment without the moment

“THE FIST”

MVO: You're in a breakfast meeting. It's early. Management tries to be cool by holding it at a café. Lattes all round. The meeting starts and as usual Jake from Marketing says something stupid. You tell him it's stupid. He throws his pen at you. You throw your coffee at him. He ends up in hospital with third-degree burns. You end up in jail sharing a cell with a guy they call... 'The Fist'. Next time, grab a Dare Iced Coffee instead. The coffee moment, without the moment.