



Radio Script

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| Client | Ford |
| Product | Falcon Ute |
| Title | Never Leave - Milkbar |
| Duration | 45s |

There is no script as this was a prank call. Our 'bloke' was instructed to call a local milkbar to see if the shop keeper would bring out a selection of chewing gum to him in his Ute parked out the front.

VO: It's that good, you'll never want to get out of the unbelievable all new Falcon Ute.



Radio Script

| | |
|----------|------------------------|
| Client | Ford |
| Product | Falcon Ute |
| Title | Never Leave - Hardware |
| Duration | 45s |

There is no script as this was a prank call. Our 'bloke' was instructed to call a local hardware store from out the front of it and see if they would be happy to organise a 'delivery' of plywood him in his Ute.

VO: It's that good, you'll never want to get out of the unbelievable all new Falcon Ute.



Radio Script

| | |
|----------|----------------------|
| Client | Ford |
| Product | Falcon Ute |
| Title | Never Leave - Tailor |
| Duration | 45s |

There is no script as this was a prank call. Our 'bloke' was instructed to call a local tailors and see if he could get the owner to come out to him in his Ute out the front and measure him up for a pants alteration. Our bloke kindly offered to stick his leg out the window to help out.

VO: It's that good, you'll never want to get out of the unbelievable all new Falcon Ute.



Radio Script

| | |
|----------|----------------------|
| Client | Ford |
| Product | Falcon Ute |
| Title | Never Leave - Barber |
| Duration | 45s |

There is no script as this was a prank call. Our 'bloke' was instructed to call a local barber, wind down his window and see if he could get the owner or one of the assistants to trim his hair in his Ute, which is parked out the front. He was considerate enough to ask for the barber for his opinion first.

VO: It's that good, you'll never want to get out of the unbelievable all new Falcon Ute.