

Radio

Client: Tennis Australia
Job: The Australian Open
Title: Get Closer to the Action: 'Ball of Fire'

'Ball of Fire'

In this commercial we hear a ball served at 234kmph. Captured with a nano microphone, we can hear every piece of the action.

SFX: Soaring sound of a ball cutting through the air

VO: **The Australian Open is fascinating...**

Courtesy of a nano microphone, this is the sound of a tennis ball served at a superhuman 234 kilometres per hour.

With top spin, it's hurtling towards the opponent like a burning meteorite through space.

SFX: We now transition from the sound up close to the sound as we'd normally hear it for a brief moment, and the ball bounces on the court – it's an ace.

SFX: The crowd goes wild!

VO: **Get closer to the action at The Australian Open, book through Ticketek.**