

CLEMENGER BBDO

Radio Copy

Client: TAC
Product: Drug Driving
Title: Paranoia
Job No: TACC0286
Duration: 30
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Date Revised:

We're parked up beside a busy road. We hear the ticking of an indicator and the gentle purr of an idling engine. Then the voice in a man's head.

Voice: (Paranoid) **Check in the mirror real quick, how are your eyes doin'? Have a look at your eyes again, they're ok.**

How are my eyes looking? Yeah, your eyes are like giant saucers. What am I doin'?

You don't test for what I've had. (laughing) Have you been drinking sir?

Ok, he's walking over, what can I do? He'll see them right away. Don't rub them, stupid. Ok, ok. What am I doin'?

He's almost here, find you're your sunnies quick. Breathe.

We transition out of the guy's head and into the real world as he scrambles around in the car.

Man: **I've gotta find my sunnies.**

SFX: Knock on the window and the crackle of a police radio.

V/O: **Police are testing for methamphetamine, including ice. If that makes you paranoid, it should.**

If you drive on drugs, you're out of your mind.