

Radio Script

Client: Foster's

Product: Brewery Fresh Carlton Draught

Title: The Mos Def Freshest Draught Beer

Duration: 30 seconds

Male Voiceover:

Segway this, Carlton Draught is the mos def freshest Draught beer no doubt. 1080P, we're so fresh we say things like BTW and flicker. So next time you've been owned by your snow leopard, wiki this: For the freshest draught beer Carlton Draught should be served 30 days from being brewed. That's potensh! Street view yourself. For more info log onto carltondraught.com and MMS your AVI. Epic fail. Mash up. Later.

Carlton Draught. Made from beer.

Radio Script

Client: Foster's

Product: Brewery Fresh Carlton Draught

Title: We're So Fresh It's Crunk

Duration: 30 seconds

Male Voiceover:

FYI, At Carlton Draught we're so fresh it's crunk. Skype this peeps, Carlton Draught has created six Brewery Fresh Facts to make sure your beer is served as fresh as possible. Check this and Tom Tom your K-FED at Slamball and remember, the freshest draught beer should be drunk within seven days of the keg being tapped. Props! That's fresh, OSX. For more hella info, log onto carltondraught.com. Hug it out. It's off the hook. xoxo.

Carlton Draught. Made from beer.

Radio Script

Client: Foster's

Product: Brewery Fresh Carlton Draught

Title: We're So Fresh It's Epic

Duration: 30 seconds

Male Voiceover:

MPEG. At Carlton Draught we're so fresh it's epic. When we're not Bluraying our fixies we HDMI tweet with our 3G Blogs NIFOC. And in our spare time we brew the freshest draught beer. So next time you're skyping with Brangelina and work up a thirst, head to a Brewery Fresh pub and ask for a Carlton iDraught. Check out our Brewery Fresh facts at carltondraught.com. That's some sweet bit torrent, .wav, whatevs.

Carlton Draught. Made from beer.