

Radio Copy

CLIENT: Ultra Tune

TITLE: Octopus dribbling basketballs

In the following spots, various everyday people attempt to describe the unusual sounds their cars are making. This is understood perfectly by the Ultra Tune mechanic.

Young guy: It sounds... like an octopus...

Ultra Tune guy: Uh huh.

Young Guy: Dribbling... 8 basketballs... at the same time.

Ultra Tune guy: That's not good.

Young guy: No?

Ultra Tune guy: No.

MUSIC: Bring in quirky music track.

Young woman: It's an unusually fast, purring sound...

Ultra Tune guy: Right.

Young woman: Like a kitten... on caffeine.

Ultra Tune guy: Okay?

Woman: It sounds... like... pushing a shopping trolley... full of garden gnomes...

Ultra Tune guy: Gnomes?

Woman: Over corrugated iron.

Ultra Tune guy: Well, it sounds like your car needs to be serviced more regularly.

Woman: Oh yes, you're right (laughs).

MVO: Ultra Tune. In tune with you and your car.