

# Radio Copy

**CLIENT: Coopers Brewery - Mild Ale**

**TITLE: One Hand Clapping**

MVO: If you could hear flavour, ordinary mid-strength beer would probably sound like one hand clapping...

SFX: Silence with a few soft hand noises.

MVO: Hmmmm. On the other hand, Coopers Mild Ale would sound like...

SFX: Huge roar of a massive crowd in a grandstand.

MVO: Lower alcohol, louder flavour...

3.5% Coopers Mild Ale. The full-flavoured mid-strength beer.

**CLIENT: Coopers Brewery - Mild Ale**

**TITLE: Paper Plane**

MVO: If you could hear flavour, ordinary mid-strength beer would probably sound like a low flying paper plane...

SFX: Silence with a faint paper rustle.

MVO: Hmmmm. By comparison, Coopers Mild Ale would sound like...

SFX: Sonic boom of a jet fighter pass.

MVO: Lower alcohol, louder flavour...

3.5% Coopers Mild Ale. The full-flavoured mid-strength beer.

**CLIENT: Coopers Brewery - Mild Ale**

**TITLE: Solar Car**

MVO: If you could hear flavour, ordinary mid-strength beer would probably sound like a solar powered car, at midnight...

SFX: Silence with a few distant cicadas.

MVO: Hmmmm. Alternatively, Coopers Mild Ale would sound like...

SFX: Revving of a V8 Supercar.

MVO: Lower alcohol, louder flavour...

3.5% Coopers Mild Ale. The full-flavoured mid-strength beer.