



Radio Script

Client	Vicroads	Job Number	
Product	Custom plates	Key Number	
Title	Amun Ra	Date	
Length	30		

Through each spot we have a sense that these are intercept interviews done on the street.

INTERVIEWER:

Custom number plates on your car show the real you.
So who is the real you?

LADY (very theatrical):

The real me is Amun Ra.

I am the reincarnation of the Egyptian Sun God. The creator

The real me is worshipped by the Ptolemites and the priests of Hermopolis

The real me has a really nice Temple at Karnak...

INTERVIEWER:

(Pause and flat) OK. Sometimes showing the real you isn't such a good idea

But visit vplates.com.au and design a slightly less revealing Custom Plate .