

THE STUDIO AT SCA

Client: Thirsty Camel
Key number: 4THC1001
Length: 30 Seconds
Date: 01/03/21 – 04/04/21
AM: Katy Bristow
Writer: Supplied
Station/s: Various

Sfx/ Music bed TBC.

Ancr/ (Questioning/intrigued tone)
To celebrate 2021,
'Thirsty Camel' is giving one lucky shopper **\$21,000!**

Which could buy you 420 cases of beer...

Sfx/ Can opening.

Ancr/ 10,000 packets of "Tic Tacs"...

Sfx/ "Tic Tacs" shaking.

*Ancr/ Or **whatever** you like.*

(Retail tone now)
Just purchase any participating product,
including "Jack Daniels and Cola", "Wild Turkey 101"
or "Vodka Cruiser" mixed 10 packs, for your chance to win.

Find your local bottleshop at thirstycamel.com.au .

Sfx/ Camel noise.

Ancr/ (Disclaimer)
Permit number SA T21/81. Ts and Cs apply.
Hydrate responsibly.

THE STUDIO AT SCA

Client: Thirsty Camel
Key number: 4THC1004
Length: 30 Seconds
Date: 01/03/21 – 04/04/21
AM: Katy Bristow
Writer: Supplied
Station/s: Various

Sfx/ Music bed TBC.

Ancr/ (Questioning/intrigued tone)
To celebrate 2021,
'Thirsty Camel' is giving one lucky shopper **\$21,000!**

Which could buy you 420 cases of beer...

Sfx/ Can opening.

Ancr/ A build your own catamaran...

Sfx/ Hammer on nail.

*Ancr/ Or **whatever** you like.*

(Retail tone now)

Just purchase any participating product,
including "Furphy Ale" and "Carlton Dry or Great Northern Super Crisp" 30 packs
for your chance to win.

Find your local bottleshop at thirstycamel.com.au .

Sfx/ Camel noise.

Ancr/ (Disclaimer)
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THE STUDIO AT SCA

Client: Thirsty Camel
Key number: 4THC1006
Length: 30 Seconds
Date: 01/03/21 – 04/04/21
AM: Katy Bristow
Writer: Supplied
Station/s: Various

Sfx/ Music bed TBC.

Ancr/ (Questioning/intrigued tone)
To celebrate 2021,
'Thirsty Camel' is giving one lucky shopper **\$21,000!**

Which could buy you 6 racing camels...

Sfx/ Camels racing.

Ancr/ 15% off a Ferrari...

Sfx/ Fast car.

*Ancr/ Or **whatever** you like.*

(Retail tone now)

**Just purchase any participating product,
including "Corona", "Heineken" or "Yellowglen" Pink or Yellow,
or "Yellow 65 Sparkling NV" for your chance to win.**

Find your local bottleshop at thirstycamel.com.au .

Sfx/ Camel noise.

Ancr/ (Disclaimer)
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Hydrate responsibly.