

CLIENT: 7-Eleven

BRAND: \$1 Coffee

DATE: 15 August 2010

TITLE: RADIO

KEY NUMBER: 7ES980

LENGTH: 30

30 Sec. RADIO SCRIPT - RADIO

In this spot we hear a guy who's a little slow in morning. An overly perky - and reasonably condescending - MVO comes in to wake him up with a \$1 Coffee from 7-Eleven.

SUPER SLO-MO GUY: There's nothing on the radio this morning... oh... hang on... that's... the toaster.

OVERLY PERKY MVO: Hey... (SFX: clap, clap, clap) Paging Dr.Drowsy. I think someone needs to wake up, hey? With a nice warm dollar coffee from 7-Eleven. Don't they?
Hmm?

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DATE: 15 August 2010

TITLE: PLEASE

KEY NUMBER: 7ES980

LENGTH: 30

30 Sec. RADIO SCRIPT - PLEASE

In this spot we hear a guy who's a little slow in morning. An overly perky - and reasonably condescending - MVO comes in to wake him up with a \$1 Coffee from 7-Eleven.

SUPER SLO-MO GUY: For the last time... would you please get out of my way... you stupid... boom gate.

OVERLY PERKY MVO: Hey... (SFX: clap, clap, clap) Hey I think it's time you wiped that dried crust out of their eyes, Mr... Isn't it? And got a dollar coffee from 7-Eleven. Hey Mr. Crusty Eyes... What do you think?

CLIENT: 7-Eleven

BRAND: \$1 Coffee

DATE: 15 August 2010

TITLE: PANTS

KEY NUMBER: 7ES0980

LENGTH: 30

30 Sec. RADIO SCRIPT - PANTS

In this spot we hear a guy who's a little slow in morning. An overly perky - and reasonably condescending - MVO comes in to wake him up with a \$1 Coffee from 7-Eleven.

SUPER SLO-MO GUY: Has anyone seen my pants... oh... there they are... on my... legs.

OVERLY PERKY MVO: Hey... (SFX: clap, clap, clap) Hey there Mr. Sleepy Sue. I think it's time that someone woke up. With a dollar coffee from 7-Eleven, hey? Come on now Snoozy Suzie let's do this.