

Radio Copy

CLIENT: Ultra Tune

TITLE: Hyena doing Lamaze

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.

Man: It kinda sounds like... a hyena...

Ultra Tune guy: OK.

Man: Yeah but, doing a Lamaze class.

MUSIC: Bring in quirky music track.

Man: Lamaze. Ah yes.

Older man: It sounds a bit like... a tap dancer...

Ultra Tune guy: Right.

Older man: With two left feet.

Ultra Tune guy: Yeah.

Young girl: OK, It sounds like... a front loader washing machine...

Ultra Tune guy: Alright.

Young girl: On spin cycle...

Ultra Tune guy: Uh huh.

Young girl: With a pumpkin in it...

Ultra Tune guy: Ahhh OK.

Young girl: Does that make sense?

Ultra Tune guy: Absolutely. Sounds like it's your suspension.

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