

**DON'T LET A DEAD BATTERY STOP YOUR D.
RADIO**

NOTE: We wrote different ads for different days of the week. The Monday version ran on Monday etc.

MONDAY VERSION - 30 SECONDS

The voice-over reads out the days of the week. When she gets to the day that the ad is running on (Monday in this case), she runs out of power. Try as she might, she can't get 'Monday' out. The day is dying on her like a flat battery.

FVO:

Thursday, Friday, Saturday, Sunday, MonMonMonMonMon...MonMonMon... Monnnnnn..
Monnnnn...

ANNOUNCER:

Don't let a dead battery stop your day. Call RAC Batteries. They'll come to you, fit the right battery at the right price, and get your day back...

FVO:

MONDAY!

ANNOUNCER:

...on the road. MRB723

TUESDAY VERSION - 30 SECONDS

The voice-over reads out the days of the week. When he gets to the day that the ad is running on (Tuesday in this case), he runs out of power. Try as he might, he can't get 'Tuesday' out. The day is dying on him like a flat battery.

MVO:

Friday, Saturday, Sunday, Monday, Tue-eu-eu-eu-eu... Tue-eu-euuuuu... Tuuuuuu.

ANNOUNCER:

Don't let a dead battery stop your day. Call RAC Batteries. They'll come to you, fit the right battery at the right price, and get your day back...

MVO:

TUESDAY!

ANNOUNCER:

...on the road. MRB723

WEDNESDAY VERSION - 30 SECONDS

FVO:

Saturday, Sunday, Monday, Tuesday, Wed-Wed-Wed-Wed.... Wed-Wed-Wed-Wed....
Wee-ughhh.

ANNOUNCER:

Don't let a dead battery stop your day. Call RAC Batteries. They'll come to you, fit
the right battery at the right price, and get your day back

FVO:

WEDNESDAY!

ANNOUNCER:

...on the road. MRB723

THURSDAY VERSION - 30 SECONDS

MVO:

Sunday, Monday, Tuesday, Wednesday, Thur-ur-ur-ur-ur... Thur-ur-ur-ur-ur... Thur-
uuuugh.

ANNOUNCER:

Don't let a dead battery stop your day. Call RAC Batteries. They'll come to you, fit
the right battery at the right price, and get your day back...

MVO:

THURSDAY

ANNOUNCER:

...on the road. MRB723