



E A R D R U M

Client: CRA
Product: It's A Love Thing
Length: 30"
Title: Phase 1 Love
Date: 05/09/14
Job No:

TRB: Look, there are *loads* of ways for you to market your business.
But why just spread the word, when **you can use** radio to *spread the love!*

MUSIC: "IT'S A LOVE THING!"

TRB: Australian's love their favourite radio station **(ASIDE) that's why they're listening to this ad right now.**

They won't skip it, swipe it, fast forward or turn it o—

(SUDDENLY STOPS AND GOES TO SILENCE)

(SIGHS) No, I said they won't turn it off...

(OFF MIC – 'Sorry')

Anyway...

MUSIC: (BEGINS AGAIN) IT'S A LOVE THING"

TRB: (SIGHS) **So discover all the new opportunities on, in and around radio, and get the kind of results only love can bring. Search 'radio, it's a love thing'.**

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