

## Radio

Client: Procter & Gamble  
Product: Oil Of Olay  
Title: Love  
Length: 45 seconds  
Date: 15/3/05

SFX: (Traffic noise)

Man: Excuse me. Hello young lady, I saw you from across the way. You are a very beautiful woman. I want to make the love, the mad passionate love with you.

Old lady: Sorry dear you'll have to speak up. I'm a little hard of hearing.

Man: Come with me now to my ski lodge and we make the love like we are animals!

Old lady: Animals. I used to have a cat, but it died.

Man: Enough of these silly games! Why you play hard to get?

Old lady: I like to play bowls.

Man: Do not taunt me. I will fly you on my private jet, then I will fly you to the moon.

Eh? You could give me a lift to the shops.

V/O: *Oil of Olay. For younger looking skin.*