

Siren Awards

RADIO Script

Tourism Tasmania – Come Down for Air

Radio Ad: Cheese

We hear very little happening. Maybe a door creaks open. Through a wall we hear of the distant mooing of dairy cows.

11:54am, King Island Dairy.

While life rolls by on North Road, updates are scarce in Ueli Berger's cheese cellar.

Still, his cheddar sits there, aging.

He has deadlines just like the rest of us.

But 2021 seems pretty doable.

Tasmania

Come down for air.