

AJF Partnership

Radio Copy

Client: J. Boag & Sons
Product: St George
Job No: BOA0002
Length: 45 SEC
Date: 29/06/2006
Title: French

(Cool Jazz track plays underneath)

MVO:

What is gallantry?

Is it taking your partner to a fancy French restaurant?

Or, is it taking a job at a fancy French restaurant, working six nights a week for four years until you pick up a fluent French accent so you can send her wild when you whisper words like...oui oui bouquet, croissant and ménage au trois. Then, once her temperature has risen you can cool her down with an ice-cold bottle of Boag's St George beer. Ah, merci.

Boag's St George
Gallantry is back