



E A R D R U M

COMMERCIAL RADIO AUSTRALIA

60 sec **'Big Finish'**

INTRO: Right now, millions of Australians are doing what *you're* doing.
(ASIDE) Well not *that* exactly, but they *are* listening to the radio. That's why advertisers *use* radio as a cost effective way to talk to their audience *wherever* they are, at home, in the car, at work...

JOHN: (WHISPERING) Under the desk.

MARK: (STARTLED) wh...What..

JOHN: I'm under the desk. I'm ready when you are

MARK: For what?

JOHN: The big celebrity plug! You know, "Mega-star John Cleese says *advertise on radio*".

MARK: But I told you radio doesn't need that sort of ...

JOHN: Oh... (GETTING UP) look matey, I *know* showbiz. Now hold these pom poms.

MARK: (Gasp) Oh, my go....

JOHN: Now...that's how you get noticed.

MARK: I didn't know they made them for men...

JOHN: Companies are not going to advertise on radio simply because it's cost effective and it reaches their audience.

MARK: They won't?

JOHN: No! You need to think glamour, think glitz –

MARK: - think expensive.

JOHN: Now you say your last bit and I'll cue the band for the big finish.

MARK: What band?

JOHN: The one in the cupboard.

SFX: CUPBOARD DOOR OPENS, BAND MEMBERS SAY HI

MARK: (RELUCTANT) OK, but there isn't much time... Reach your audience with radio advertising, to find out more go to commercialradio.com.au

JOHN: One, two, three (SINGING) "That's commercial Radio- (ad gets cut off)