



CLIENT: 7-ELEVEN

BRAND: CHOCOLATE MILK

DATE: 10.07.06

PROJECT: CHOC-MILKOHOLICS RADIO

JOB NO: 7ES0235

RADIO SCRIPT – CONE HEAD (45)

MVO (American): In July 2006 7-Eleven created a help line to support those addicted to their chocolate milk. It was only then the true number of those affected came to light. This is one of the real callers.

Message (Stoned): Ah, yeah...I like chocolate milk and stuff. And this one time man I it was soooo funny. I smoked like 25 cones and I went home and I was thirty like an animal. I went to 7-Eleven and have a chocoholic ma-holic. And I drank it and it was so good. (Yelling) I am a choc-oholic milk-oholic man! (In background) What up bitch!

SFX: Hangs up.

MVO (American): 7-Eleven chocolate milk – it's good.



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RADIO SCRIPT – SONG (45)

MVO (American): In July 2006 7-Eleven created a help line to support those addicted to their chocolate milk. It was only then the true number of those affected came to light. This is one of the real callers.

Message (Sung): Well I like chocolate milk and my friend likes chocolate milk. So we bought some chocolate milk and drank that chocolate milk. (Changes into song)
Chocolate milk, O-Chocolate milk, where are you my chocolate milk. I love chocolate milk, chocolate milk loves me. Chocolate milk for you, chocolate milk for me, I can drink it when I'm sitting in the tree. Chocolate milk makes you feel free. Chocolate milk for you, chocolate milk for me.

SFX: Hangs up.

MVO (American): 7-Eleven chocolate milk – it's good.



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RADIO SCRIPT – WEIRD GIRL (45)

MVO (American): In July 2006 7-Eleven created a help line to support those addicted to their chocolate milk. It was only then the true number of those affected came to light. This is one of the real callers.

Message: Hi, I think I've got a really big problem. Coz I go through at least 4 litres of your choice milk every day. And I even hired a milkman to pick them up for me at night. So if there's a chocoholic milk-chocoholic then it's me. Bye Bye.
(Laughs)

SFX: Hangs up.

MVO (American): 7-Eleven chocolate milk – it's good.