



## Radio script.

Client	National Foods	Job Number	NDA007
Product	Dare Iced Coffee	Duration	30 sec
Creative Team	Michael Skarbek	Date	20.05.10
Creative Director	Andrew Foote		

### DARE – The coffee moment without the moment

“THE FIST”

MVO: You're in a breakfast meeting. It's early. Management tries to be cool by holding it at a café. Lattes all round. The meeting starts and as usual Jake from Marketing says something stupid. You tell him it's stupid. He throws his pen at you. You throw your coffee at him. He ends up in hospital with third-degree burns. You end up in jail sharing a cell with a guy they call... 'The Fist'. Next time, grab a Dare Iced Coffee instead. The coffee moment, without the moment.



## Radio script.

<b>Client</b>	National Foods	<b>Job Number</b>	NDA007
<b>Product</b>	Dare Iced Coffee	<b>Duration</b>	30 sec
<b>Creative Team</b>	Michael Skarbek	<b>Date</b>	20.05.10
<b>Creative Director</b>	Andrew Foote		

### **DARE – The coffee moment without the moment**

“THE DATE”

MVO: You meet a girl on the net. Arrange to meet up for a coffee. You get a table. Then in she walks. Long chocolate brown hair. Cherry red lips. Graceful neck that's... got an Adam's apple sticking out of it. And big hands like a goal keeper. You go to run but it's too late. She spots you. And the look in her eye lets you know, she's not really here for the coffee. Next time, grab a Dare Iced Coffee instead. The coffee moment, without the moment.



## Radio script.

<b>Client</b>	National Foods	<b>Job Number</b>	NDA007
<b>Product</b>	Dare Iced Coffee	<b>Duration</b>	30 sec
<b>Creative Team</b>	Michael Skarbek	<b>Date</b>	20.05.10
<b>Creative Director</b>	Andrew Foote		

### **DARE – The coffee moment without the moment**

“THE REUNION”

MVO: Your high school girlfriend rings up. Wants to go for coffee. You meet up and, my god, she's beautiful. You stammer hello, then spill your coffee all over her. And just as you're wiping it off her low-cut blouse, in walks your wife. And then out walks your wife. Out of the café, taking half your house with her. You end up homeless, busking, singing No Woman No Cry with an empty coffee cup at your feet. Next time, grab a Dare Iced Coffee instead. The coffee moment, without the moment.