



CLIENT: UNISNACK

BRAND: BEERKA

DATE: 16 APRIL 2007

TITLE: SHOPPING TROLLEY

KEY NUMBER: UNS0033

LENGTH: 30

RADIO SCRIPT

An announcer explains the truth behind great beer inventions...

(Music/SFX underneath)

MVO: And now...

CHORUS: *Great Beer Inventions!*

MVO: The shopping trolley. Invented so beer drinkers didn't have to walk home from the pub.

Who hasn't enjoyed a free ride in the supermarket taxi? Able to carry you and three mates in style. Four if one hops on the front.

Your wobbly wheeled chariot even has a handy lower storage shelf for the slab you bought on the way home.

Brought to you by Beerka, the beer snack (*SFX: Crunch!*). Another...

CHORUS: *Great Beer Invention!*



CLIENT: UNISNACK

BRAND: BEERKA

DATE: 16 APRIL 2007

TITLE: URINAL

KEY NUMBER: UNS0033

LENGTH: 30

RADIO SCRIPT

An announcer explains the truth behind great beer inventions...

(Music/SFX underneath)

MVO: And now...

CHORUS: *Great Beer Inventions!*

MVO: The urinal. Invented so beer drinkers could continue their conversations while having a leak.

Important issues like "Having a good night mate?" and "Are those barmaid's breasts real?"

Topics to avoid include "Nice technique," and "That's impressive, you can call me Wendy."

Just remember stare straight ahead and never at your neighbour's c***.

Brought to you by Beerka, the beer snack (*SFX: Crunch!*). Another...

CHORUS: *Great Beer Invention!*



CLIENT: UNISNACK

BRAND: BEERKA

DATE: 16 APRIL 2007

TITLE: PARK BENCH

KEY NUMBER: UNS0033

LENGTH: 30

RADIO SCRIPT

An announcer explains the truth behind great beer inventions...

(Music/SFX underneath)

MVO: And now...

CHORUS: *Great Beer Inventions!*

MVO: The park bench. Invented so beer drinkers could have a lie-down on the way home from the pub.

After 18 beers, even the most backbreaking hardwood slab feels like the Hilton.

Except at the Hilton, you don't wake up being sprayed in the face by automatic sprinklers while getting spooned by a homeless man.

Brought to you by Beerka, the beer snack (*SFX: Crunch!*). Another...

CHORUS: *Great Beer Invention!*



CLIENT: UNISNACK

BRAND: BEERKA

DATE: APRIL 16 2007

TITLE: BOUNCERS

KEY NUMBER: UNS0033

LENGTH: 30

RADIO SCRIPT

An announcer explains the truth behind great beer inventions...

(Music/SFX underneath)

MVO: And now...

CHORUS: *Great Beer Inventions!*

MVO: The bouncer. Invented for beer drinkers to know when it's time to go home.

After 18 pints, there's no room for subtleties. No gentle tap on the shoulder or quiet word in the ear for *you*, Mr I'm-staying-here-till-Tuesday.

Because nothing's more persuasive than being sat on by a former rugby front rower while his mate gently clubs you into unconsciousness.

Brought to you by Beerka, the beer snack (*SFX: Crunch!*). Another...

CHORUS: *Great Beer Invention!*