

## Radio Copy

**Client:** Snickers  
**Product:** Brand  
**Title:** Snickers Hoedown  
**Duration:** 2 Minutes

We begin the ad as three hillbillies, Johnny May, Sonny Ray and Aussie Bill, sit down to sing a song together.

**JM:** Well I'm so hungry...

**SR:** How hungry you Johnny May?

**JM:** Well, I tell ya. I'm so hungry I could eat a horse.

**SR:** A horse?

**JM:** But not just any old horse. This is a special horse. 'Cause this old horse, well....

He ate a chicken  
And the chicken ate a cat.  
And the cat ate a dog  
And the dog ate a frog  
And the frog ate an eel  
And the eel ate a panda.  
And the panda ate a mule  
And the mule ate a chimp  
And the chimp ate a tapir

**SR:** Go on now! Eat them furry critters!

**SR:** A Panda. That's some endangered eatin'.

**SR:** What in the hell is a tapir?

A tapir's a nocturnal, mammalian, quadra-ped that dwells in central and South American jungles. Yeee haaaaw.

**SR:** Well what's it eat?

This 'ol Tapir.  
 Well he ate a moose  
 And the moose ate a rhino  
 And the rhino ate a rare-crested macaw.

And I was so hungry, boy I ate 'em all.

SR: Yee haaaaaaaw.

JM: But hold on now, there's more!

I ate L to Z in the encyclopedia.  
 Then I ate Werribee and Micronesia.

I ate 33 tons of Chicken Madrass  
 And 2 full canisters of VX nerve gas.

I ate an Emperor penguin and the Great Wall of China.  
 26 steaks in a California diner.

Two Beluga whales stuffed with bratwurst  
 A rusty old anchor and a pickled chirst

SR: What the hell is a chirst?

I don't know, I just made it up and ate it.

Don't bother going to the Maldives these days.  
 I polished 'em off with some herbed mayonnaise.

SR: So long Maldives!

I ate a Swedish futon and a queen size doona  
 Then Gary Busey and Lou Gosset Junior  
 A light sea-plane and a Dutch wooden shoe.  
 The big brother house, and the gay guy too.

SR: You even ate the cameras? Well that's just greedy!

JM: I was hungry, so yes indeedy! Yeeee haaaaaaaw.

At this point the hoe down is at its absolute peak. The fiddles and banjos are going absolutely crazy.

**JM:** Now you go Aussie Bill. Come on boy.

**AUSSIE BILL:** (*Australian*) Ok, here I go now!

**JM:** Sing it. Lay it on me! Yeeee haaaaaaaw.

**AUSSIE BILL:** Well... I was so hungry that I ate a Snickers.

The music stops, the mood changes completely.

**JM:** I hate it when you do dat Bill.

**SR:** That's cheating Aussie Bill.

**AUSSIE BILL:** I was hungry and Snickers really satisfies.

**JM:** Play the game Bill. Play the game.