

Radio Copy

Client: Thredbo
Product: Thredbo Summer
Title: Rhetorical Questions
Job No:
Duration: 30"
Date:
Revision No:

Intro Jingle: 'Another annoying ad from Thredbo'

VO: Are you a parent? Are you listening to the radio? Does 3 nights for the price of 2 sound like a good deal to you? Are you tired of the same boring beach holiday? Do you love the thrill, bobsledding, mountain biking, fishing and hiking? Have you thought about going to Thredbo this summer? Did you hear what I just said? 3 nights for the price of 2?! Do you want to write that down? Kids driving you insane?

<The VO descends into a cacophony of overlapping annoying questions>

Outro jingle: 'Escape annoying radio ads, escape to Thredbo'

MVO: Visit thredbo.com.au

Copywriter	Date	Account Service	Date	Client	Date

Radio Copy

Client: Thredbo
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Title: Much much
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Intro Jingle: 'Another annoying ad from Thredbo'

Glenn: I spent the weekend in Thredbo

Karen: Where?

Glenn: Thredbo.

Karen: Where?

Glenn: Thredbo.

Karen: But it's summer silly, Thredbo's a winter destination.

Glenn: Thredbo's great in summer, there a whole range of activities. Fishing, hiking, mountain biking, tennis, abseiling, golf and much more.

Karen: Now who's the silly seahorse?! I bet it was pricey John?

Glenn: Wrong again Gary. I got 3 nights for the price of 2 from just \$219.

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MVO: Visit thredbo.com.au

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Title: Rock
Job No:
Duration: 30"
Date:
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Intro Jingle: 'Another annoying ad from Thredbo'

Blokey VO: Do you know what time it is? It's LOCK IT ON THE ROCK O'CLOCK! That's right it's time to come to Thredbo, home to Australia's BIGGEST MOUNTAIN. It's a CHOCKA-BLOCK NON-STOP BLOCK OF ROCK. It's OVER TWO THOUSAND METRES OF *COLD, HARD MOUNTAIN*. Just the way you like it: SLOPEY. HIKING, BIKING AND ALL THE THINGS YOU'RE LIKING. Experience the action for 219 BUCKS. That's 3 nights for the price of 2! It's a WHAM BAM SLAM PLAN FOR FANS OF VALUE MAN.

Outro jingle: 'Escape annoying radio ads, escape to Thredbo'

MVO: Visit thredbo.com.au

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