

Radio Mercury Awards

:30 Radio (69 words)

Serena Florell and Ciah Marks

“Love Radio”

SFX: WAVES CRASHING, SEAGULLS, DISTANT LAUGHTER

MUSIC: UPBEAT, SUMMERY, ENERGETIC, BOLD INSTRUMENTAL

FVO (SULTRY, BRITISH FEMALE WITH SLIGHT VOCAL FRY): This summer... heads will turn.

SFX: TEXT NOTIFICATION PING

FVO: Because in a villa full of ads... only the hottest scripts get a trophy.

CONTESTANT (CHEEKY, BRITISH MALE): I'm not here to make friends... I'm here to win the Best of Show \$10,000 prize.

FVO: Got a radio spot that makes listeners couple up with your brand?

SFX: CROWD GASP, DRAMATIC DRUM HIT

FVO: Then, be bold. Be unforgettable. Enter the Radio Mercury Awards at RadioMercuryAwards.com. Because when it comes to audio...

CROWD (EXCITED WHISPER): We're all ears.

SFX: SHUSH NOISE