



Stand Out, Get Results


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Client: John Deere Gator
Media: :30 Radio (:25 Script :05 Tag)
Title: Widowmaker Cliff

VO: Hi, I'm here on a rocky path, foolishly close to WidowMaker Cliff to demonstrate the amazing handling and stability of John Deere's new utility vehicle, the Gator. Along for the ride is my volunteer passenger Stan **SFX MUFFLED SOUND OF A MAN WHO'S BEEN GAGGED** who has just confessed to having an affair with my lovely wife.

SFX MOTOR STARTING AND ZOOMING ABOUT GOING OVER TOUGH ROCKS AS VEHICLE SOUNDS LIKE IT'S TAKING A BEATING. The low center of gravity really prevents us from tipping over into those 200-foot ravines, huh Stan? **SFX MUFFLED VOICE OF STAN SOUNDS PANIC STRICKEN AS VEHICLE COMES TO A SCREECHING HALT** And thanks to the rack and pinion steering, the Gator handles remarkably well. In fact Stan here is so impressed; he's BEGGING to go for ANOTHER ride! **SFX MUFFLED VOICE OBJECTS IN A PANIC, ENGINE STARTS AGAIN**

TAG: :05



Client: John Deere Gator
Media: :30 Radio (:25 Script :05 Tag)
Title: Pachyderm Pies

SFX: ELEPHANT TRUMPETS, TIGERS, SOUNDS LIKE A LIVELY ZOO

VO: (Sounds very put out and shouting over loud machinery) Hi, I'm visiting this exotic zoo to demonstrate the amazing payload capacity of the new 6 x 4 John Deere Utility vehicle, the Gator. Okay fellas, load it up. **SFX SHOVELING SOUNDS. ANNCR COUGHS AND DELVERS LINES HALF HOLDING HIS BREATH.** Thanks to the expansive payload capacity of the Gator...(cough), we're able to load and haul 1200 pound worth of fresh, sweet smelling pachyderm pies **SFX ELEPHANT TRUMPETS**which will be an impressive shipment to dump on the driveway of whomever is responsible for this clever demonstration.

TAG: :05