

Client: Aquelle

Date: 26 March 2009

Description: Radio Ad “aQuelle Idols”

Job #: 16150

Title: Harry the Lemon

Writer: Alexis

	<p>Interviewer’s voice: Well Harry thanks for joining us here today...</p> <p>Harry (Grumpy, sour voice): Hmmmph...</p> <p>I: Now Harry, tell us about your meteoric rise to fame on aQuelle Idols...</p> <p>H: Well, frankly I was tired of us lemons always getting such bad press... we’re sour... we’re unpleasant...you know how it goes....</p> <p>I: (Clearing his voice in an embarrassed way) Well, Harry, ughm, are you saying those perceptions are wrong?</p> <p>H: Well absolutely! As soon as I was chosen by the panel, and they got a taste of how refreshingly fun I could be, well, that was it wasn’t it? That’s me really, bursting with the deliciously crisp tangy flavour of what a true lemon should be!</p> <p>SFX: Shhh sound as bottle opens and the sounds of fun/laughter/bubbly happy people “escapes”</p> <p>I: OOOO Wow (enjoying the taste</p>
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	<p>sound)</p> <p>V/O: aQuelle, bursting with true fruit flavour...</p> <p>H: (Grumpy) Hmmgh.. well I don't know what all the fuss is about...</p>