

RADIOCENTRE CLEARANCE
55 New Oxford Street, London WC1A 1BS.
T: 020 7010 0608

E: clearance@radiocentre.org
W: www.radiocentre.org



SCRIPT CLEARANCE FORM

Thank you for submitting your radio advertisement script(s) to Radiocentre Clearance.
Please find details of clearance below.

Date: 22 July 2019

Client: GENERAL MILLS
Product: OLD EL PASO

Submitter: TRISONIC **Executive:** Yvonne Kintoff
Contact: MATT HOPPER
Email Address: matt@trisonic.co.uk

Title/Script No(s):
Old El Paso radio scripts (4) / 89295/1

ACCEPTABLE AS SUBMITTED

Comments:

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Script No: 89295/1 Date: 22 July 2019 ACCEPTABLE AS SUBMITTED



Radio script

Client: General Mills / Old El Paso
Title: Make Some Noise – v1.4
Date: 19th July 2019
Duration: 30 seconds
Station/channel(s): Various

MUSIC: UPBEAT LATIN BEAT

FX: FOOD PREPARATION (CHOPPING/PANS/BOILING WATER/FRYING/CRUNCH OF TACO), SOME MATCHING THE RHYTHM OF THE MUSIC

FX: FAMILY AND FRIENDS ENJOYING TIME TOGETHER/ CHATTING/ LAUGHING

VO:

This is the sound of the perfect evening...

Of sharing good times and great memories... (LIVELY CHATTER)

Of Fajitas and nachos (SIZZLE/CRUNCH)...

Of jalapenos and sour cream...

Of love and laughter... (LAUGHTER)

Of family and friends sharing a delicious Mexican meal from Old El Paso

*So turn up the noise, and make this Friday a 'Fajita Friday'

Old El Paso – make some noise!

*** ALT VERSION**

FOR TX ON FRIDAYS:

So turn up the noise, and make today (a) 'Fajita Friday'

RADIOCENTRE EXCLUSION TERMS APPLY, available on request.

Please send to stations approved script(s), advertisement consignment note and this form with final recordings.

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