

RADIO

LENGTH: 30SEC

CLIENT: PATAGONIA

TEAM 360 CAMPAIGN

BIG IDEA: GET NATURE'S UPDATE

TOUCH DIRT

FVO: YOU'VE GOTTEN YOUR UPDATE ON WHATEVER THIS PODCAST IS ABOUT; HAVE YOU GOTTEN NATURE'S UPDATE?

SFX: (TREES RUSTLING AND BIRDSONG)

FVO: IT'S THE TOUCH DIRT UPDATE. WHEN WAS THE LAST TIME YOU TOUCHED DIRT? REAL DIRT? STOP BUFFERING. PATAGONIA WILL PROVIDE YOU WITH CLOTHING AND EQUIPMENT TO GET DEEP INTO THE MOUNTAINS. PATAGONIA. REFRESH.