



Liberate® – Radio Scripts

(Copy for pre-recorded or announcer-read 30-second radio spots:)

Improve control

AUDIO CUES	AUDIO (masculine, confident & conversational)
(Instrumental music bed up and under subtly, using generic country sound)	“To increase the effectiveness of your agricultural chemicals, just add Liberate® surfactant to your tank mixes.”
(Continue subtle music bed)	“Liberate from Nutrien Ag Solutions is a non-ionic surfactant that contains LECH-TECH, a technology that helps your crop chemicals get to the plant, on the plant and in the plant. The added advantages of a defoamer and a neutral pH allow Liberate to work best for you.”
Continue subtle music bed - Music crescendos appropriately)	“When Liberate improves your control, you can improve your yields.”
(Music up and out.)	“Ask your Nutrien Ag Solutions dealer about Liberate today.”

Boost your yields

AUDIO CUES	AUDIO (masculine, confident & conversational)
(Instrumental music bed up and under subtly, using generic country sound)	“Say, what do a lot of liquid crop chemicals have in common? The answer is that they’re more effective with Liberate® surfactant.”
(Continue subtle music bed)	“Liberate is a non-ionic surfactant that contains LECH-TECH, a technology that helps your crop chemicals get to the plant, on the plant and in the plant.”
(Continue subtle music bed - Music crescendos appropriately)	“Best of all, it just makes your crop chemicals work more effectively... and that can boost your yields.”
(Music up and out.)	“So this year, improve your tank mixes, with Liberate from your Nutrien Ag Solutions dealer.”