



Weather Gard Complete® – Radio Scripts

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

Improve efficiency

AUDIO CUES	AUDIO (masculine, confident & straightforward)
(Instrumental music bed up and under subtly, using generic country sound)	“Now you can improve the efficiency and performance of your crop chemicals, with Weather Gard Complete.”
(Continue subtle music bed - Music crescendos appropriately)	“Weather Gard Complete is an adjuvant that contains LECI-TECH, a technology that helps your crop chemicals get to the plant, on the plant and in the plant. The added advantages of a water conditioner and defoamer allows for better herbicide penetration on target weeds.”
(Music up and out.)	“So make your tank mixes more effective with Weather Gard from your Nutrien Ag Solutions dealer.”

Spray and stay

AUDIO CUES	AUDIO (masculine, confident & conversational)
(Instrumental music bed up and under subtly, using generic country sound)	“A lot of growers know the value of a tank mix adjuvant to improve spray performance, but now you have a product that solves five problems at the same time...Weather Gard Complete.”
(Continue subtle music bed)	“Weather Gard Complete conditions hard water and minimizes foam, and with the benefits of Leci-Tech technology, gets your crop chemicals to the plant, on the plant and in the plant. “
(Continue subtle music bed - Music crescendos appropriately)	“With Weather Gard Complete, when you spray, it’ll stay.”
(Music up and out.)	“To learn more, ask your Nutrien Ag Solutions dealer for Weather Gard Complete.”