



Loveland/Nutrien Ag Solutions Helios Radio Script Concepts – Rev. 1

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

“Sun screen”

AUDIO CUES	AUDIO (masculine, confident & conversational)
(Instrumental music bed up and under subtly, using generic country sound)	“Most people know that sun can damage your skin, but UV breakdown from sunshine can also make your pesticides less effective . . . unless you apply Helios products.”
(Continue subtle music bed - Music crescendos appropriately)	“Helios technology from Loveland Products gives pesticides UV protection and enables them to resist sun damage. That means your sprayed products will have more time to do their job and protect your crops.”
(Music up and out.)	“For longer-lasting control, ask your Nutrien Ag Solutions dealer for Helios pesticides. Always read and follow label directions.”

“Good sun, bad sun”

AUDIO CUES	AUDIO (masculine, confident & conversational)
(Instrumental music bed up and under subtly, using generic country sound)	“Successful crops naturally need a lot of sunshine, but that sun exposure can also affect the pesticides you spray and make them less effective.”
(Continue subtle music bed - Music crescendos appropriately)	“But now your crops can have the special UV protection of Helios technology from Loveland Products. Helios pesticides are formulated to delay UV breakdown and last longer on target surfaces – giving you better control and promoting higher yields”
(Music up and out.)	“So apply the sprays that can handle the sun – Helios products from Nutrien Ag Solutions. Always read and follow label directions.”



“Who’s protecting who?”

AUDIO CUES	AUDIO (masculine, confident & conversational)
(Instrumental music bed up and under subtly, using generic country sound)	“Successful yields depend on crop-protection products, but what’s protecting the crop protection? In other words, how can you prevent your pesticide sprays from being damaged by UV breakdown from the sun?”
(Continue subtle music bed - Music crescendos appropriately)	“Pesticides with Helios technology from Loveland Products are formulated to provide UV protection, so they stay on target surfaces longer and provide better control.”
(Music up and out.)	“So protect your crop protection -- with Helios. Talk to your Nutrien Ag Solutions dealer today. Always read and follow label directions.”

“They stay where you spray”

AUDIO CUES	AUDIO (masculine, confident & conversational)
(Instrumental music bed up and under subtly, using generic country sound)	“Long-lasting residual control is important for a pesticide, and now you have a way to extend it: with Helios technology from Loveland Products.”
(Continue subtle music bed - Music crescendos appropriately)	“Helios pesticides are specially developed to slow UV breakdown from sun exposure, which means they last longer on target surfaces. They stay where you spray, to give you better control.”
(Music up and out.)	“To increase your yield potential, apply long-lasting Helios pesticides with UV protection, only from your Nutrien Ag Solutions dealer. Always read and follow label directions.”