



Satori™ Fungicide – Radio Scripts

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

Effective control

AUDIO CUES	AUDIO (masculine, confident & conversational)
(Instrumental music bed up and under subtly, using generic country sound)	“Growers know disease can damage crops and limit yield potential – but not if you use Satori fungicide from Crop Production Services.”
(Continue subtle music bed - Music crescendos appropriately)	“Satori is the powerful broad-spectrum fungicide that provides both preventive and curative control of all four major disease classes. Its enhanced formulation gives Satori improved coverage, penetration and activity through a plant’s leaves, roots and shoots . . . and that means maximum performance.”
(Music up and out.)	“This season, protect your crops with Satori fungicide from your Nutrien Ag Solutions dealer. Always read and follow label directions.”

Superior performance

AUDIO CUES	AUDIO (masculine, confident & conversational)
(Instrumental music bed up and under subtly, using generic country sound)	“Now you have a better way to fight disease on your crops – with Satori™ fungicide.”
(Continue subtle music bed - Music crescendos appropriately)	“Satori is the powerful broad-spectrum fungicide that provides both preventive and curative control of all four major disease classes. Its enhanced formulation gives Satori improved coverage, penetration and activity through a plant’s leaves, roots and shoots . . . and that means maximum performance.”
(Music up and out.)	“This season, protect your crops with Satori fungicide from your Nutrien Ag Solutions dealer. Always read and follow label directions.”