



Accomplish LM – Radio Scripts

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

Get more out of your fertilizer

AUDIO CUES	AUDIO (masculine, confident & informative)
(Instrumental music bed up and under subtly, using generic country sound)	"To increase your crop yields this year, don't get more fertilizer . . . just get more <u>out</u> of your fertilizer – with Accomplish® LM from Nutrien Ag Solutions.
(Continue subtle music bed - Music crescendos appropriately at enhances yield potential)	"Accomplish LM is an innovative, highly concentrated fertilizer catalyst made to improve standard fertility programs. Accomplish LM significantly increases the nutrient availability and uptake of your existing liquid fertilizer, which promotes strong early root development and enhances yield potential."
(Music up and out.)	"To learn more, ask your Nutrien Ag Solutions dealer for Accomplish LM today."

Maximize potential

AUDIO CUES	AUDIO (masculine, confident & informative)
(Instrumental music bed up and under subtly, using generic country sound)	"To maximize your crop's yield potential this year, start by maximizing your <u>fertilizer's</u> potential – with Accomplish® LM from Nutrien Ag Solutions."
(Continue subtle music bed)	"Accomplish LM is a unique, concentrated biochemical catalyst that makes good fertilizers better. It naturally stimulates plants' ability to absorb available nutrients, so your existing fertilizer works more efficiently."
(Music crescendos appropriately at stronger overall performance)	"That means Accomplish LM helps your crops get a stronger start and better overall performance."
(Music up and out.)	"To get more from your fertilizer, get Accomplish LM from your Nutrien Ag Solutions dealer."