



CLIENT: Loveland Products – Levitate (Corn Growers)

“Elevate with Levitate” / 30 Second Radio Script

Announcer:

Planting season is fast approaching. Is that traditional nutrition plan giving you the best shot at your yield goals? It's time to up your game with Levitate - a cutting edge starter fertilizer and the only product on the market that combines three proven fertilizer efficiency tools to keep you ahead of the curve. Levitate supports root growth, as well as increased nutrient availability and uptake. When it comes to your nutrition plan, there's the way it's been done and then there's Levitate. Experience the innovative way growers are maximizing their yield potential with Levitate - the proven platform in plant nutrition. See your local Nutrien Ag Solutions retailer today!



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“Fueling Up for Corn Season” / 30 Second Radio Script

SFX	Dialogue
<p>SFX: Truck pulls up, parks, and a door closes.</p> <p>SFX: Convenience store door chime nearby.</p> <p>SFX: Leaning against metal truck bed/side.</p> <p>SFX: Truck door closes and the truck engine starts.</p>	<p>MIKE: Hey Dave, fueling up for planting season?</p> <p>DAVE: Yeah, just hoping for better results than last year. Seems like mother nature is always working against me and my crops.</p> <p>MIKE: You need Levitate. It’s a starter fertilizer that provides key nutrients for early season growth and development. And Levitate’s built on three proven technologies, so you can rest assured you’ve got a starter fertilizer that can get crops the nutrients they need even if mother nature isn’t cooperating.</p> <p>DAVE: Sounds like I do need Levitate!</p> <p>ANNOUNCER: Set the stage for yield potential with Levitate—the proven platform in plant nutrition. See your local Nutrien Ag Solutions retailer today!</p>