

Nutrien Ag Solutions NutriSync™ Radio Script Concepts

2017

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

“Get moving”

AUDIO CUES	AUDIO (masculine, confident & conversational)
(Instrumental music bed up and under subtly, using generic country sound.)	“Timely nutrition is critical for successful yields. What if your crops could utilize nutrients faster, more thoroughly and more efficiently?”
(Continue subtle music bed - Music crescendos appropriately.)	“That’s what happens when you add NutriSync™ brand micronutrients from Loveland Products. NutriSync is a unique foliar technology that stimulates plants’ uptake of nutrients for maximum utilization which can help to improve crops’ growth, quality and yield potential.”
(Music up and out.)	Ask your Nutrien Ag Solutions dealer about NutriSync brand micronutrients today.”

“Alphabet soup”

AUDIO CUES	AUDIO (masculine, confident & conversational)
(Instrumental music bed up and under subtly, using generic country sound.)	“Everybody knows healthy crops need N, P and K, but what about S . . . and Zn . . . and B?”
(Continue subtle music bed - Music crescendos appropriately.)	“Top yields require balanced nutrition, which is why you want Nutrisync micronutrients from Nutrien Ag Solutions. NutriSync is a complete line of essential foliar nutrients that supply the elements certain crops need - where they need them most - for optimum growth and performance.”
(Music up and out.)	“To make sure your crops are getting <i>their</i> nutrients, ask your Nutrien Ag Solutions retailer about NutriSync Micronutrients – Its Nutrition on the Move”