



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

“Unlock, unload”

AUDIO CUES	AUDIO (masculine, confident & conversational)
(Instrumental music bed up and under subtly, using generic country sound.)	“Say, do you want to unlock the secret to higher yields?”
(Continue subtle music bed. Music crescendos appropriately.)	If you’re applying dry fertilizer, the key to better yield potential is Titan XC. New Titan XC is a unique biocatalyst that unlocks and releases the bound-up nutrients in granular fertilizer, which promotes better root uptake and plant growth.
(Music up and out.)	Release more nutrition. Expect more results. With Titan XC. Ask your Nutrien Ag Solutions dealer about new Titan XC today. Always read and follow label directions.”

“Straight talk”

AUDIO CUES	AUDIO (masculine, confident & conversational)
(Instrumental music bed up and under subtly, using generic country sound.)	For Bigger Yields this year, start small, by putting fertilizer biocatalyst, Titan XC on every little granule.
(Continue music bed subtly.)	New Titan XC helps you get more out of your crops by getting more out of your dry fertilizer.
(Music crescendos appropriately.)	Titan XC promotes release of the nutrients in your fertilizer and those bound up in the soil.
(Music up and out.)	Release More Nutrition. Expect More Results. With Titan XC from Nutrien Ag Solutions. Always read and follow label directions.