



RADIO SCRIPT



Firespring[®]

Client: Loveland Products
Title: Radiate – 2018
Campaign :30 Date: 3-1-18
ISCI: #####

| SCENE | SFX | VOICEOVER |
|-------|--|---|
| 1 | SFX: Crickets chirp, rooster crows | |
| 2 | SFX: Soft wind blowing, wind chimes in the distance | Sam Elliott VO: It's time to give back to your roots and make this your best growing season with Radiate. |
| 3 | | Sam Elliott VO: Radiate's patented formulation of plant growth regulators help develop longer, stronger, healthier roots to improve nutrient uptake. |
| 4 | | Sam Elliott VO: Ask your Nutrien Ag Solutions crop consultant about Radiate or go online to RadiateRoots.ag for more details. |
| 5 | | Sam Elliott VO quick disclaimer: Always read and follow label directions. Check registration in your state. |