



Awaken® ST – Radio Scripts

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

Rise and Shine: Better Wheat Yields

AUDIO CUES	AUDIO (masculine, confident & conversational)
(alarm clock sfx; either with the classic ringing bell or the electronic “meeeeep – meeeep – meeeep” of a digital model)	“For better wheat yields this season, tell your crops to rise and shine . . . with new Awaken® ST.”
(Subtle music bed)	“Awaken ST is the innovative nutritional seed treatment that stimulates early root development and gets wheat seedlings rising faster, and growing sooner.”
(Continue subtle music bed - Music crescendos appropriately)	“With better roots, young wheat can extract more of the soil moisture and nutrients they need for a strong start, a healthy stand and a bigger harvest.”
(Music up and out.)	“Ask your Nutrien Ag Solutions dealer about Awaken ST today.”

Top Wheat Yields

AUDIO CUES	AUDIO (masculine, confident & conversational)
(Instrumental music bed up and under subtly, using generic country sound)	“What does it take to get top wheat yields? For one, start with Awaken® ST seed treatment.”
(Continue subtle music bed - Music crescendos appropriately)	“Awaken ST combines zinc ammonium acetate with potash and a balanced micronutrient seed treatment package to stimulate early root growth and help seedlings extract more soil nutrients. That gets your wheat rising faster, and promotes the strong start it needs for a better crop.”
(Music up and out.)	“Ask your Nutrien Ag Solutions dealer for Awaken ST, and tell your wheat to rise and shine.”