30 second 'Traindriver' radio ad transcript

The ad is set inside a car.

JOHN (Forties, very nice but speaking in the style of a train driver): This is your driver speaking, welcome aboard the 10.32 service to the supermarket. Calling at Grove Road to drop Ben off at his mate’s, the church hall to take Chloe to ballet then on to my wife’s brother’s to pick up that lawnmower he’s had for three months.

Voiceover (Over this): If you combine your journeys instead of making lots of little ones, you could drive five miles less a week and reduce your CO₂ emissions.

JOHN (Fading up): …… should be arriving home at 12.58. Ooh, just in time for kick-off

Voiceover: Together we can make a difference by driving five miles less a week.

ANOTHER WAY TO ACT ON CO₂