DFW Radio Scripts – Chocolate Milk

Value Prop 1: Athlete/Recovery

30 seconds:

“Athletes aren’t born. They’re success is built through hard work, dedication, and a love for…”

“Chocolate milk.”

“Chocolate milk is the low fat, protein-packed recovery drink of choice that elite athletes turn to after their toughest workouts.”

“Looking for a competitive edge? Replenish, rehydrate, and recover with chocolate milk.”

“Brought to you by Dairy Farmers of Wisconsin and local promotion groups.”

15 seconds:

“Athletes aren’t born. They’re built through hard work, dedication, and…”

“Chocolate milk.”

“Chocolate milk is the protein-packed drink that elite athletes turn to for recovery.”

“Need a competitive edge? Drink chocolate milk.”

“Brought to you by Dairy Farmers of Wisconsin and local promotion groups.”

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Value Prop 2: High School Athletes/Good Habits

30 seconds:

“Whether you’re training to be the best in the world, or just the best on the block, the good habits you form in high school can propel you for the rest of your life.”

“Protein-packed chocolate milk helps form the nutritional foundation you’ll need to reach your goals. It’s what elite athletes around the world choose.”

“Rehydrate, recover and refuel with chocolate milk.”

“Brought to you by Dairy Farmers of Wisconsin and local promotion groups.”

15 seconds:

“Aiming for a new personal record?”

“Whether you’re training to be the best in the world, or just the best on the block, protein-packed chocolate milk is key to a full recovery.”

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