



**Loveland/Nutrien Ag Solutions Makaze Yield Pro Radio Script Concepts**

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

**“Best of both”**

AUDIO CUES	AUDIO (masculine, confident & conversational)
(Instrumental music bed up and under subtly, using generic country sound.)	“You’ve heard the expression, ‘The best of both worlds’, right? Well, now you can get that in a herbicide.”
(Continue subtle music bed as it rises and flows appropriately.)	“Makaze Yield Pro herbicide from Loveland Products delivers fast and effective weed control in Roundup Ready crops, thanks to Leci-Tech technology that gives it superior leaf penetration and retention. But then Makaze Yield Pro also provides special plant stimulants that increase crops’ root mass, health and yield potential.”
(Music up and out.)	“Ask your Nutrien Ag Solutions dealer for Makaze Yield Pro – it’s both ways better. Always read and follow label directions.”

**“Go with the Pro”**

AUDIO CUES	AUDIO (masculine, confident & conversational)
(Instrumental music bed up and under subtly, using generic country sound)	“You’ve got to be really good at what you do to be called a pro. That’s why Makaze Yield Pro herbicide is a perfect name.”
(Continue subtle music bed - Music crescendos appropriately)	“Makaze Yield Pro from Loveland Products provides fast, powerful weed control in Roundup Ready crops, thanks to its superior leaf penetration and retention. Makaze Yield Pro also contains plant stimulants that enhance the growth and health of your crops.”
(Music up and out.)	“So go with a pro – Makaze Yield Pro herbicide, from your Nutrien Ag Solutions dealer. Always read and follow label directions.”



**“Bonus baby”**

AUDIO CUES	AUDIO (masculine, confident & conversational)
(Instrumental music bed up and under subtly, using generic country sound)	“Everybody likes getting a bonus, right?”
(Continue subtle music bed - Music crescendos appropriately)	“Well, you get a great one with Makaze Yield Pro herbicide from Loveland Products. Makaze Yield Pro provides the benefits of the most effective four-pound premium glyphosate around – plus the bonus of special plant health stimulants that enhance crops’ root mass, vigor and yield potential.”
(Music up and out.)	“To get a bonus from your Roundup Ready crops, include Makaze Yield Pro – only from your Nutrien Ag Solutions dealer. Always read and follow label directions.”