

## CARHARTT RADIO SPOT

### *The Way Life Was Meant To Be Worn*

MUSIC COMES UP, harkening; a deeply melodic theme that at once echoes Americana and purpose.

SOUND EFFECTS: The slapping of reins, the twisting of a saddle as a rider mounts and the anticipatory snort and hoof pawing of an eager horse.

#### VOICE OVER

It's about durability when the unrelenting range needs to be worked again with your trusted partner...

SFX: A shovel being driven into the soil by a hard boot and the grunt of a farmer reshaping the land.

#### VO

It's about quality of construction when coaxing the land to give up her harvest...

SFX: The sharp singing of metal and sparks as steel is forged.

#### VO

It's about protection when industry demands intensive labor in heat and steel...

SFX: SOUNDS of a bar/restaurant, clinking glasses, laughter, camaraderie, friends.

#### VC

It's about comfort, when the day's hard test is done and friends and relaxation are calling...

SFX: SOUNDS of boots being slipped on and laced, walking on concrete, shirt flapped as it's put on, the striding in heavy, protective pants, coveralls being snapped on and zipped up.

#### VO

For over 120 years when Hamilton Carhartt set out to set *the* standard in premium workwear, it's been about exceptional durability, comfort, and unmatched quality. With a fit you can feel in the fabric and a performance of wear that is seen in just about every walk of life, Carhartt

has been the choice in men's, women's and  
children's durable garments across a land that  
demands the highest quality.

MUSIC UP FULL

VO

Carhartt. The way life was meant to be worn.