

**Client:** Sewco Sewing and Patchwork  
**Title:** Wedding  
**Key#:** SUSC1301  
**Length:** 45 seconds

**Writer:** Resa Zekants  
**Rep:** Adam Dalgliesh  
**Date:** 18/12/13  
**Start:** 23/1/14  
**End:** 31/1/14

*Reporter: young, bubbly, a little over exaggerated.  
MVO: upbeat, friendly.*

**Reporter:** We're at **St John's Cathedral** .....  
a lovely young couple are about to share their wedding vows.

*SFX: Crowd gasps*

**Reporter:** Oh no the bride's tripped over. *(pause)* .....  
She's ripped her dress.....

It's the.....

*SFX: Superhero tune plays.*

**SS:** *(in unison say)* SUPER SEWERS!

**Reporter:** Can the **Sewco Super Sewers** save the day? ....  
*(Surprised)* They're sewing up her dress. Her dress is more beautiful than before.

**MVO:** **Sewco Sewing and Patchwork** have all the products you need ....  
to become a **Sewco Super Sewer**.

Like the ....**Brother V Series, Dreamweaver sewing machine**.

Because with **Sewco products** you can fix just about **anything!**

**Sewco Sewing and Patchwork,**  
Kessels Central, Kessels Road, McGregor.

**Client:** Sewco Sewing and Patchwork

**Title:** Super Sew Lesley

**Key#:** SUSC1303

**Length:** 45 seconds

**Writer:** Resa Zekants

**Rep:** Adam Dalgliesh

**Date:** 18/12/13

**Start:** 23/1/14

**End:** 31/1/14

*Reporter: young, bubbly, a little over exaggerated.*

*SSL: Older, wise, friendly.*

*MVO: upbeat, friendly.*

**Reporter:** I'm here with the leader of the **Sewco Super Sewers... Super Sew Lesley**.  
So Lesley, how did this group form?

**SSL:** That's '**Super Sew Lesley**'. It all started back in .....

**SFX:** *(walkie talkie noise)*

**SSW:** *(on other end of walkie talkie)* Code 10 emergency. All crew needed. Zigzag  
stitch, cotton thread.

**SSL:** Roger that..... Sorry, got to go to an emergency.

**MVO:** **Sewco Sewing and Patchwork** have all the products you need ....  
to become a **Sewco Super Sewer**, like Lesley.... sorry **Super Sew Lesley**.

Like the ...**Pfaff Passport sewing machine at only \$799**.

Because with **Sewco products** you can make just about anything!

**Reporter:** Just quickly .... who makes your outfits?

**SSL:** Silly, Silly question.

**MVO:** **Sewco Sewing and Patchwork**,  
Kessels Central, Kessels Road, McGregor.

**Client:** Sewco Sewing and Patchwork

**Title:** Offer template

**Key#:** SUSC1305

**Length:** 15 seconds

**Stations:** 4BC, 4BH

**Creative Writer:** Resa Zekants

**Account Manager:** Adam Dalgliesh

**Date:** 18/12/13

**Start:** 23/1/14

**End:** 31/1/14

*MVO: upbeat, friendly.*

*SFX: Super hero music in background.*

**MVO:**     **Sewco Sewing and Patchwork** have all the products you need to become a  
**Sewco Super Sewer!**

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Like ....

**Dressmaking scissors only \$10 ....**  
**and lots of dress fabrics on sale too!**

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With **Sewco products** you can make just about anything!

**Sewco Sewing and Patchwork,**  
Kessels Central, Kessels Road, McGregor.