

**Client:** KRAFT - Vegemite  
**Title:** EDGER  
**Media:** RADIO – 30”  
**Date:** 23.08.10

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We hear a home-spun rendition of the Vegemite Song by a dedicated Edger:

**I'm a happy little Edger,  
It's hereditary,  
I take it to the edges,  
The crust is calling me,  
My father's father's father, he was an Edger too,  
Because we love our Vegemite,  
We all adore an edgy bite,  
It puts a rose in every cheek.**

In the latter stages of the radio campaign we would play-out slightly amended radio edits, where the Vegemite “artiste” would invite Australia to perform their own version of the Vegemite song.

Edger singer: **Like that? Do your own, at [vegemite.com.au/songmaker](http://vegemite.com.au/songmaker)**

**Client:** KRAFT - Vegemite  
**Title:** TIGER TOASTER  
**Media:** RADIO – 30”  
**Date:** 23.08.10

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We hear a home-spun rendition of the Vegemite Song by a dedicated Tiger Toaster:

**I'm a happy Tiger Toaster,**

**I like cheese with Vegemite Toast**

**You may think that it's weird,**

**but it's the way that I like most**

**I even know some Tiger Toasters who have it with sliced brie...(that's not for me)...**

**Because we love our Vegemite.**

**I like slicing cheddar late at night**

**It puts a rose in every cheek.**

In the latter stages of the radio campaign we would play-out slightly amended radio edits, where the Vegemite “artiste” would invite Australia to perform their own version of the Vegemite song.

Tiger Toaster singer: **Your voice can bring joy to millions too. Have a go at [Vegemite.com.au/songmaker](http://Vegemite.com.au/songmaker).**

**Client:** KRAFT - Vegemite  
**Title:** WORMER  
**Media:** RADIO – 30”  
**Date:** 23.08.10

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We hear a home-spun rendition of the Vegemite Song by a dedicated Wormer:

**I'm a happy little Wormer.**

**And so is my family.**

**All except my aunty, but she's having a baby.**

**Squeeze Vegemite 'tween biscuits, crispbreads, crackers,  
sweet or savoury.**

**Because we love our Vegemite.**

**Why would I want to fly a kite?**

**It puts a rose in every cheek.**

In the latter stages of the radio campaign we would play-out slightly amended radio edits, where the Vegemite “artiste” would invite Australia to perform their own version of the Vegemite song.

Wormer singer: **Got a song inside you? Release it at [Vegemite.com.au/songmaker](http://Vegemite.com.au/songmaker).**