

Copy

*"You can't stand for something
if you chase after everything."*
– Ries & Trout

Shiny Plastic Choking Blocks!

VO (as if an ad for Children's toys, excited and sale-sy. Loud music and excitement behind it):
Introducing Shiny Plastic Choking Blocks! They're the latest thing for toddlers – boys AND girls! Shiny Plastic Choking Blocks come in a variety of eye-catching colours and are perfectly shaped to lodge right inside your child's throat. You'll find Shiny Plastic Choking Blocks ... everywhere!

(Music fades, same voice fades down to serious, conversational level).

VO: Inquisitive toddlers need parents and carers who know first aid. Search '**St John Tiny Tots First Aid**' and learn the skills to keep children safe. St John, Life Goes On.

Client	St John	Version
Job Number	STJA0096	1
Campaign/Name	Tiny Tots First Aid	

