

# Copy

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

## Boiling Water in a Pot!

VO (as if an ad for Children's toys, excited and sale-sy. Loud music and excitement behind it):  
It's new. It's exciting. It's Boiling Water in a Pot! Your little ones are going to love playing with Boiling Water in a Pot. Each pot features colourful, toddler-friendly handles; EZ spill contours and, you guessed it, boiling hot water. Get Boiling Water in a Pot now for grabbably good fun!

*(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	

