

# CLEMENGER BBDO

## Radio Copy

Client: St. Vincent de Paul Society  
Product: Christmas Appeal  
Title: Eviction  
Job No: STV0003  
Duration: 30 Seconds  
Date: 20 December, 2007  
Revision No:

*The following commercial is a pastiche of those Christmas ads we hear selling the latest family board games. It's upbeat and read with a big smile.*

**MV/O:** This Christmas thousands of people are playing...

**Kids:** "EVICTION!"

**MV/O:** ...the devastating game of life that's misery for all the family.

One minute you've got a cosy home, and then...

**SFX:** SOMEONE BANGING AT THE DOOR AND RINGING THE BELL.

**MV/O:** Life's spiralled out of control. You can't pay your bills, you can't pay your rent, so you're....

**KIDS:** EVICTED!!!

**MV/O:** Christmas is no fun and games for many families. To help change their story make a donation through Vinnies. Call 13 18 12 today, or visit [vinnies.org.au](http://vinnies.org.au)

Copywriter	Date	Account Service	Date	Client	Date