

Radio Copy – 1 of 3

Client: Just Jeans
Product: Jeans for Genes Day Promotion 'Geoff'
Key No: JUSR1571
Duration: 45 Seconds

The idea for these radio ads was to get Sean Micallef (actor/comedian) to call people at random and pretend to be the voice of God and ask them about the good things they'd done lately. If they hadn't done anything good, God encouraged them to go to a Just Jeans store and buy a Jeans for Genes Day t-shirt or else he would send a plague on their house or do something equally as dramatic. They would then be asked if they had done any good deeds. If they had, God then determined whether or not they had been good enough. Sometimes he would still encourage them to go to Just Jeans and buy a t-shirt.

GEOFF:
Geoff speaking.

GOD:
Hello Geoff.

GEOFF:
(Laughs). Hello.

GOD:
This is God. Now my records show you haven't done a charitable deed lately, have you?

GEOFF:
I don't know.

CLEMENGER **BBD**O

GOD:

Well now to redeem yourself I command you to go to a Just Jeans store and purchase a Jeans for Genes Day t-shirt for just \$19.95 or I'll... smoke your arse. I've got to go, this is costing me a freaking fortune.

GEOFF:

Bye now. (Laughs)

GOD:

Good bye. He's still on the phone.

GOD:

You hang up first Geoff.

GEOFF:

I'll hang up now.

GOD:

Bye.

FEMALE VOICE OVER:

Do a good deed on August 6th. Buy a t-shirt from Just Jeans and help Jeans for Genes.

Radio Copy – 2 of 3

Client: Just Jeans
Product: Jeans for Genes Day Promotion 'Evan'
Key No: JUSR1570
Duration: 45 Seconds

The idea for these radio ads was to get Sean Micallef (actor/comedian) to call people at random and pretend to be the voice of God and ask them about the good things they'd done lately. If they hadn't done anything good, God encouraged them to go to a Just Jeans store and buy a Jeans for Genes Day t-shirt or else he would send a plague on their house or do something equally as dramatic. They would then be asked if they had done any good deeds. If they had, God then determined whether or not they had been good enough. Sometimes he would still encourage them to go to Just Jeans and buy a t-shirt.

EVAN:
Hello.

GOD:
Hello Evan? This is God.

EVAN:
(Laughs)

GOD:
Ah now Evan, have you done anything good lately, I'm just doing a list here.

EVAN:
A list. Actually yeah, I helped an old lady onto a tram the other day.

CLEMENGER **BBD**O

GOD:

That's not charitable, you were just fondling her elbow. Pervert. Well now to redeem yourself, Evan, I command you to go to a Just Jeans store and purchase a Jeans for Genes Day t-shirt for just \$19.95 or I'll... remember what happened to Noah? (Sheep noise) And I liked him!

EVAN:

I gotcha...

FEMALE VOICE OVER:

Do a good deed on August 6th. Buy a t-shirt from Just Jeans and help Jeans for Genes.

Radio Copy – 3 of 3

Client: Just Jeans
Product: Jeans for Genes Day Promotion ' Pamela'
Key No: JUSR1569
Duration: 30 Seconds

The idea for these radio ads was to get Sean Micallef (actor/comedian) to call people at random and pretend to be the voice of God and ask them about the good things they'd done lately. If they hadn't done anything good, God encouraged them to go to a Just Jeans store and buy a Jeans for Genes Day t-shirt or else he would send a plague on their house or do something equally as dramatic. They would then be asked if they had done any good deeds. If they had, God then determined whether or not they had been good enough. Sometimes he would still encourage them to go to Just Jeans and buy a t-shirt.

PAMELA:
Hello

GOD:
Pamela Hammond, this is God.

PAMELA:
Oh no...

GOD:
Yes. Now, what have done, Pamela, that's good lately?

PAMELA:
Nothing really.

GOD:
Nothing really.

CLEMENGER **BBDO**

PAMELA:

I can't even think.

GOD:

Now listen, to redeem yourself I command you to go to a Just Jeans store and purchase a Jeans for Genes Day t-shirt for just \$19.95 or I'll turn you into a pepper mill... pure of salt. Sorry. Always get that wrong.

FEMALE VOICE OVER:

Do a good deed on August 6th. Buy a t-shirt from Just Jeans and help Jeans for Genes.