

GREY RADIO

Client	Sustainability Victoria	Date	13 March 2007
Product/Service	Butt litter	Revised	FINAL
Title	Lost and found - male	Job No	LIT0029
Length	30 seconds	Key No	

An unsuspecting smoker receives a call from a lost and found department employee.

MV: Hello.

Jill: Hi it's Jill from lost and found.

MV: (confused) Hi.

Jill: We found it!

MV: Sorry, who.. what are?

Jill: The cigarette butt. The butt you dropped on Acland Street in 1998.

Look we just fished it out of the bay and thought you might like it back.

MV: While would I want it back?

MV: Yeah they're made of this plastic acetate stuff; they last for ages, like up to 12 years

MV: Are you serious?

Jill: Most of its poisons have leached out but it's still intact. When can you pick it up?

MV: Ok, thank you, bye.

MV2: Don't be as tosser. Bin your butts.

FV2: Authorised by the Victorian Government Melbourne

GREY RADIO

Client	Sustainability Victoria	Date	13 March 2007
Product/Service	Butt litter	Revised	FINAL
Title	Lost and found - female	Job No	LIT0029
Length	30 seconds	Key No	

An unsuspecting smoker receives a call from a lost and found department employee.

FV: Hi Claire speaking.

Jill: Hi it's Jill from lost and found.

FV: Oh, ok yep..

Jill: We found it!

FV: Oh, sorry?

Jill: The cigarette butt. The butt you dropped on Acland Street in 1998.

FV: Yeah look I...

Jill: We just fished it out of the bay and thought you might like it back.

FV: Um, Sorry I don't know.

Jill: Yeah, they're made of this plastic acetate stuff, they last for ages, like up to 12 years

FV: Yeah, I think you've got the wrong...

Jill: Most of its poisons have leached out but it's still intact. When can you pick it up?

FV: You know I really don't..

MV2: Don't be as tosser. Bin your butts.

FV2: Authorised by the Victorian Government Melbourne

GREY RADIO

Client	Sustainability Victoria	Date	13 March 2007
Product/Service	Butt litter	Revised	FINAL
Title	Lost and found – Prank Call	Job No	LIT0029
Length	60 seconds	Key No	

This ad was created by recording our talent prank calling an unsuspecting smoker. (*Transcription as follows*).

David: David speaking.

Jill: David, it's Jill from lost and found, good news we found it.

David: Jill, from lost and found.

Jill: That's right yeah, look we found the cigarette butt you dropped in Brunswick street in June of 99. I've got it right here, a gentleman found it, he was walking his dog by the creek and he's handed it in.

David: What are you talking about?

Jill: You know, in 99 when you were in Brunswick Street, and you should see it, it's in pretty good nick, you know they last up to around twelve years or so, do you want to come down and pick it up?

David: I've, I don't.... From eight years ago?

Jill: That's right. You should see it though, it looks basically brand new, and hey there is plenty more here, I reckon some of them are going to be yours too. So if you just want to come down, do you know where lost and found is?

David: Um. I can't remember being in Brunswick Street in 1999. But um...

Jill: We just identified it as being yours, I just thought you might like it.

David: Yeah... Alright, well thanks very much, ok goodbye.

MV2: Don't be as tosser. Bin your butts.

FV2: Authorised by the Victorian Government Melbourne