

Client: SBS
Product: Man vs. Wild
Campaign title: Versus

'Glands'

ANNOUNCER: Who will win?
ORDINARY GUY: Uh-oh, I think my glands are up.
ANNOUNCER: Versus
SFX: *Ferocious roar of wild beast.*
ANNOUNCER: Man vs. Wild, 8.30 Mondays on SBS One.

'Muffins'

ANNOUNCER: Who will win?
ORDINARY GUY: Aw cool, muffins!
ANNOUNCER: Versus
SFX: *Ferocious roar of wild beast.*
ANNOUNCER: Man vs. Wild, 8.30 Mondays on SBS One.

'Hairdryer'

ANNOUNCER: Who will win?
ORDINARY GUY: Sweetie I can't find the hairdryer.
ANNOUNCER: Versus
SFX: *Ferocious roar of wild beast.*
ANNOUNCER: Man vs. Wild, 8.30 Mondays on SBS One.

'Appletinis'

ANNOUNCER: Who will win?
ORDINARY GUY: Oh what, you guys don't do appletinis?
ANNOUNCER: Versus
SFX: *Ferocious roar of wild beast.*
ANNOUNCER: Man vs. Wild, 8.30 Mondays on SBS One.