

Dimetapp Brand

***To be spoken at a fast pace.**

SFX: Coughs, sneezes and groans to coincide with the story.

Girl: Ok so, (takes a deep breath) Mum had a fever last Friday which she gave to Dad, but Dad mainly just had a cough. He gave the cough to Tom, then Tom sneezed on his girlfriend...

Guy: Tom has a girlfriend?

Girl: Yeah, then she got the fever, well it wasn't really a fever cos she had the chills but anyway I went over to pick up Tom, and that's how I got the cold!

Guy: (long pause) Riiiight.

VO: To treat a wide range of cold and flu symptoms, Dimetapp has the widest range of medicines. With specialized formulas for children and a more powerful range for adults.

Dimetapp. Relief that's right for you.

(very fast read) Always read the label. Use only as directed. If symptoms persist see your healthcare professional.

Children's Formula

SFX: Ambience of a corner store. A bell rings as the grandmother enters through the shop door.

Shop Assistant: Hello Mrs. Simpson, how are you?

Grandma: Better than my Grandson, he's been terrible. He sneezed on his cousin Lisa, she's coughing all week passed it onto her sister, who obviously gave it to my little granddaughter because she's been up all night with her first cold.

Shop Assistant: No, how are *you* feeling?

Grandma: (trails off under VO) Better than Margaret's grandson, he's been really sick...

VO: To treat a wide range of cold and flu symptoms, Dimetapp has the widest range of medicines. Including great tasting children's formulas that help kids get a good nights rest.

Dimetapp. Relief that's right for you.

(very fast read) Always read the label. Use only as directed. If symptoms persist see your healthcare professional.

Nasal Spray

***To be spoken at a fast pace with a blocked nose.**

SFX: Phone ringing.

Boss (down the phone): Hello.

Man: Hi, it's Chris. You know the other day how Jan had the chills, well she gave it to Kelly who was coughing near the photocopier...

Boss: Kelly from Payroll?

Man: No, Kelly from Sales. She coughed on the copier right before Dave used it, then he sneezed on me during the team meeting, and now I'm all blocked up and I don't think I'll make it in today!

Boss: Ahh... Next time just send me a text.

VO: To treat a wide range of cold and flu symptoms, Dimetapp has the widest range of medicines. Including fast acting Nasal Spray for 12 hour relief from nasal congestion.

Dimetapp. Relief that's right for you.

(very fast read) Always read the label. Use only as directed. If symptoms persist see your healthcare professional.

Daytime/Nighttime Caps

***To be spoken at a fast pace.**

SFX: Coughs, sneezes and groans to coincide with the story.

Wife Darling, yesterday Jane comes into gym class all sniffly and she's partnered with Sarah, who by the end of it was coughing like crazy. Then the new instructor...

Husband: (jealous) New instructor?

Wife: Yes, Fabio was looking as pale as a ghost and obviously passed it onto me because now I've got the (SNEEZE) cold.

Husband: ... Fabio?

VO: To treat a wide range of cold and flu symptoms, Dimetapp has the widest range of medicines. Including Daytime/Nighttime liquid capsules for around the clock relief of cough, cold and flu.

Dimetapp. Relief that's right for you.

(very fast read) Always read the label. Use only as directed. If symptoms persist see your healthcare professional.