

Copy

*"You can't stand for something
if you chase after everything."*
– Ries & Trout

Stairs!

VO (as if an ad for Children's toys, excited and sale-sy. Loud music and excitement behind it):
Do you know what toddlers go head over heels for? That's right, Stairs! See them stumble, see them tumble, hear them scream as they fall down Stairs! Whether UP Stairs or new DOWN Stairs, girls and boys will give their right arm for Stairs! Available at all your favourite locations.

(Music fades, same voice fades down to serious, conversational level).

VO: Inquisitive toddlers need parents and carers who know first aid. Search '**St John Tiny Tots First Aid**' and learn the skills to keep children safe. St John, Life Goes On.

Client	St John	Version
Job Number	STJA0096	1
Campaign/Name	Tiny Tots First Aid	

