

VIAGOP NUMUS RADIO SCRIPT

Client DOJ
Product PISBTW- Male Risk Taker Radio
Key No DOJ 968212 - Leap
Duration 30 Seconds
Date 08.11.10

magnum opus advertising, design, strategy

Look Before You Leap:

This spot is heavily based on a natural soundscape:

We hear the sound of waves, in the distance we hear a group of guys edging each other on: **“Come on Dave” “Last in pays Luke” “Check out gazzas shorts” “Ooh!” Laughter.**

We hear the group running up a pier, heading towards the microphone... The guys are laughing and stirring each other as they run, we then hear four of them scream out in joy as they jump off the pier, we hear four loud splashes, we then hear them surface and start arguing about who was last in, then we hear one say **“Where’s Luke?”** Then they all start panicking **“Oh shit, Luke, Luke”**

Voice over: Whenever you’re having fun by the water always look before you leap. *Always play it safe by the water.*

Tag: Authorised by the Victorian Government Melbourne

VIAGOP NUMUS RADIO SCRIPT

Client DOJ
Product PISBTW- Male Risk Taker Radio
Key No DOJ 968212 - Drink
Duration 30 Seconds
Date 08.11.10

magnum opus advertising, design, strategy

Drink and drown:

We hear a group of teenagers having fun, music is playing quite loud. We hear a young man ask another **‘Want another stubbie Brad?’** a reply comes back **“No mate I’m going in for a swim”** another young guy says **“Keep your pants on big boy”**. We hear laughter and a distant splash in the water. We hear music and laughter continue. We then cut to the sound of the scene later in time. We hear an ambulance in the distant background and then a question from a policeman **“How long ago did he go into the water?”** Young man answers **“It’s hard to tell officer, I don’t know, he seemed fine, he wasn’t really drunk”**

Voice Over: Alcohol and water activities can be a fatal mix. Always play it safe by the water.

Tag: Authorised by the Victorian Government Melbourne

VIAGOP NUMUS RADIO SCRIPT

Client DOJ
Product PISBTW- Male Risk Taker Radio
Key No DOJ 968212 - Alone
Duration 30 Seconds
Date 30.11.10

magnum opus advertising, design, strategy

Never Swim Alone:

This spot is heavily based on a natural soundscape:

We hear the sound of water lapping up against a pier or boat. We hear footsteps and someone entering the water, the person gives an audible grimace as they enter the cold water.

“Ooohhh!”

We then hear someone swimming off into the distance. We hear waves, and then we then hear someone in pain, and then a faint cry of **‘Help’** off in the distance. The call of **‘Help’** eventually stops.

Voice over: **Never swim alone. Always play it safe by the water.**

Tag: Authorised by the Victorian Government Melbourne