

RADIO 30"

TAC #Homesafely Campaign

TITLE: #Homesafely

MVO: If I said I wanted you to drive homesafely tonight,
you probably wouldn't listen to me.

Fair enough really, we don't even know each other.

OLDER

MAN: But if I was your dad talking...

YOUNG

WOM: Your girlfriend...

YOUNG

MAN: Your son...

WOMAN: Or your mum darls...

MVO: Well. You might listen then.

Upload a message to homesafely.com.au and we'll
share it with someone you care about.

On the radio, or even on a road sign near where they
live. Helping you remind them to drive home safely.

Brought to you by the TAC



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TITLE: Olive

MVO: If you're driving, this personal message could be for you.

UGC: [Transcript of user generated message uploaded at homesafely.com.au]

"Hi Olive, it's Nikita.

I know you just got your license so please drive safe.

Because we love you and we still want you to give us lifts everywhere! Please... Ok, see ya! Lots of love, Nikita.

MVO: Remind someone you care about to drive home safely with a personalised radio message or road sign. Upload yours today at homesafely.com.au.

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TITLE: Sam

MVO: If you're driving, this personal message could be for you.

UGC: [Transcript of user generated message uploaded at homesafely.com.au]

"Hi Sam, it's Pete.

Easy on that lead foot of yours on your way down to Portsea today. We want you to get there. We'll wait, don't worry.

Hope this reaches you, and if you've got the girls in the car, embarrasses you a little bit in front of your friends.

MVO: Remind someone you care about to drive home safely with a personalised radio message or road sign. Upload yours today at homesafely.com.au.

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