

Smart radio.

Client: Bic **Brand:** Bic Pens **Date:** 25/10/05
Job No: **Length:** 30 seconds **Version:** 2

Title **Chicken Insemination**

SFX This commercial is read as a monologue, using an interesting voice with plenty of character.

MVO Blitz your way through school.

Get to Uni and do the same.

Bring the wrong pen into final exams.

Pen fails.

End up working as a Chicken Inseminator.

And when you meet people you say:

I sex-up chickens.

I get chickens pregnant.

I knock-up chooks.

All of which guarantees that your sex life, at least with members of your own species, is non-existent.

These exams, don't use the wrong pen.

Bic Pens. Failsafe.