

McCANN

RADIO COPY

CLIENT	V/Line	JOB NO	VLI0476
TITLE/LENGTH	Found out on Facebook	KEY NO	
CREATIVE(S)	Tash, Tristan, Matt	PRESENT TO CLIENT	10.05.12

This radio ad features a slightly sad and awkward woman who hasn't seen her friend in a while. She's very excited for her, but at the same time feels a little left behind and forgotten. Despite this we get the impression she is super keen to connect with her friend, on any level possible.

SFX: *Phone beep*

FVO: **Hey Sal, it's me.**

Um...just calling to say "hi".

Um...yeah haven't heard from you in a while.

So...not much news from my end.

Yep, um.

But hey, I hear congratulations are in order.

Engaged! And you two seem so sweet together...

...from what I've seen on Facebook.

Ok...yeah...bye.

MVO: **Got friends who don't visit? Send a Guilt Trip at VLine.com.au**

MVO: **Authorised by the Victorian Government Melbourne**

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CLIENT	V/Line	JOB NO	VLI0476
TITLE/LENGTH	On Exchange 30 secs	KEY NO	
CREATIVE(S)	Tash, Tristan, Matt	PRESENT TO CLIENT	10.05.12

This radio commercial features an exuberant mother with a very strong Australian accent. She delivers a subtle, yet manipulative message to her son, who hasn't been to visit for a while.

SFX: We hear the beep of message bank.

MUM: **Ni how ma!**

SFX: *In the background we hear the muffled sounds of Chinese music.*

MUM: **It's mum honey, that's Chinese for 'hello'.**

I learnt it from our exchange student, Phun Yi.

He's so thoughtful...and attentive. He loves being with us oldies.

Says if we were his parents he'd never move out. The sweetheart.

Anyway, any idea when we might see you?

MVO: **Got family who don't visit? Send a Guilt Trip at VLine.com.au**

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TITLE/LENGTH	The Set 30sec	KEY NO	
CREATIVE (S)	Tristan, Tash, Matt	PRESENT TO CLIENT	

This ad tells the story of a guilt trip. It's set in a country pub and we hear a young group of guys in a band dedicating their entire set list to a city-dwelling mate who couldn't make it up to see them play. Again.

YOUNG GUY: Hey mate, we're at the pub.

Hey.. the boys are dedicating their whole set to ya, cos you know, you couldn't make it. Again.

Hey, what songs are ya gonna play Robbo?

SFX: *Muffled sounds as the phone gets handed to another person.*

ROBBO: Hey mate, so the first one's called 'Good Friends Show Up.'

Then we're gonna go with 'Best Mates Don't Vanish.'

YOUNG GUY: (Muffled) You'd know that one!

ROBBO: Then we've got a great one called 'Don't Say You'll Visit if you Won't.'

YOUNG GUY: (Muffled) That's a classic.

ROBBO: And then how about a thrash metal cover of 'Am I Ever Gonna See your Face Again.'

YOUNG GUY: (Muffled) You wrote that one didn't you mate?

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