

Bushfire 30”

SFX: The following script would be brought to life with sound effects that help put listeners right in the scene. For example, the atmos of a bushfire burning, crackling trees etc. The ad would finish with the familiar strains of “Throw your arms around me”.

**VO: You can see him through the thick bushfire smoke.
Coughing. Spluttering.
You rush towards him,
And give him some water from your bottle.
He drinks thirstily, as you cradle his head in your hands,
And stroke his fur.
Then he scampers off to join the other koalas.
Your fellow firefighters aren’t surprised at your gesture.
Because that’s what Australians do: we help.
And so has NRMA, for almost 100 years.
NRMA Insurance. Help is who we are.**