

client: Mr Toys Toyworld
campaign: Birthday
key number: **BNE-MR-6654-F**
writer: **Nathan**
length: 30 sec
on air: May 2012
A/M: Brad Roberts/Maraika Taylor



VOICE to sound like Mr T...

MR T: You know who this is?
It's Mr T...O Y S.
Mr Toys.
I overheard you sayin' you were gonna buy your kids clothes for Christmas.
What kind of parent, buy clothes for Christmas?
Kid gets up on the big day - full of hopes and dreams,
feels that soft squishy present,
and their heart break into a million teeny, tiny, little pieces!
Mr T...O Y S aint gonna let that happen!
You come to a Mr Toys Toyworld...
...and you get some help finding something, your kids will love for Christmas
Don't make me come getcha!

client: Mr Toys Toyworld
campaign: Voucher
key number: **BNE-MR-6654-G**
writer: **Nathan**
length: 30 sec
on air: May
A/M: Brad Roberts/Maraika Taylor



VOICE to sound like Mr T...

MR T: Kids love Mr T...O Y S,
And Mr T...OYS love kids.
So I better not find out you getting all lazy this Christmas
buying your niece or nephew, some...voucher!
You know what a voucher says to a kid?
Says, "I don't know you kid!"
Says, "I aint got time to find you a present kid!"
So tonight you ring your niece or nephew or godchild
and you ask 'em what they want for Christmas...
then you come to Mr Toys Toyworld.
Cos we'll have it, even if you never heard of it.

Tag: *Gift vouchers also available.*

Mr T: Who said that?

client: Mr Toys Toyworld
campaign: Department stores
key number: **BNE-MR-6654-B**
writer: **Nathan**
length: 30 sec
on air: May
A/M: Brad Roberts/Maraika Taylor



VOICE to sound like Mr T...

SFX: *Busting through a wall debris flying everywhere...*

MR T: Mr T...O Y S couldn't work out door to the voice over booth,
so he come through the wall!

Imagine what he do to you if he find out you went shopping for toys
in a department store instead of Mr Toys.

You know what department store means?

Means they can't make up their mind what they sellin!

Mr T...OYS know what kinda stores we are.

We sell toys, more toys than any department store!

So stop asking the guy in menswear where the toys at.

Cos they all here at Mr Toys!

Is this door push or pull?