

M&CSAATCHI

COPY

CLIENT	TITLE	PRODUCT
STEGGLES TURKEY	UGLY MAKES YOU SUPER	90" RADIO
JOB NUMBER	DATE	VERSION
STEG5029	1 NOV 2022	1

1. ENTERTAINERS

Intro chat between Mum and her daughter.

Girl: Mum...my selfies don't get 'likes'.

Mum: My 'Steggles Country Music Guitar' will cheer you up.

Song: Good looks — are crippling.
You start to think you're interesting,
But comin' up, 'not that hot'.
You learn to work with what you've got.

When you don't look magnificent,
You tend to get good at an instrument.
You don't need to be a big buff bro,
If you rip a really good guitar solo.

Ugly, ugly, ugly, ugly, ugly! ...makes you super.

The best DJs practised more,
Cos they weren't busy kissin' on the dancin' floor.
If you've got a nice voice but an awful head,
The radio's where you'll make your bread.

The song steps up a key.

Turkeys can't, fly or sing.
They're aesthetically challenged things.
But put them on, a burger bun.
And let them supercharge your tum.

Ugly, ugly, ugly, ugly, ugly! ...makes you super.
Steggles, Steggles, Steggles, Steggles Turkey!... is superfood.

We return to the Mum and her daughter, who's strangely satisfied by this.

Girl: ...thanks Steggles Country Music guitar!

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2. TECH

Intro chat between Mum and her son.

Boy: I can't get a date for the dance.

Mum: Aw... This calls for the Steggles Country Music Guitar.

Mum tunes up her guitar and begins to sing.

Lyrics: When you're not very pretty, you do great things.

You do a great job, or your phone won't ring.
Got no beauty, on your face?
Makes your insides a wonderful place.

Silicon Valley, super smart,
Cos they weren't at parties, breakin' hearts.
The Social Kings, couldn't meet girls,
So they built big apps, now they rule the world.

Ugly, ugly, ugly, ugly, ugly! ...makes you super.

Facial symmetry, 'Blue Steel' Stare,
Will never put a rocket up in the air.
If you wanna get rich off NFTs,
Then ask someone who's ugly.

The song steps up a key.

Same goes in the animal kingdom,
Powerful meals? Well, ugly brings them.
Turkeys look, frightening.
But they're filled with 'a beautiful lean protein.

Ugly, ugly, ugly, ugly, ugly! ...makes you super.
Steggles, Steggles, Steggles, Steggles Turkey!... is superfood.

We return to the Mum and her son, who's strangely satisfied by this.

Boy: ...thanks Steggles Country Music guitar!

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3. HISTORY

A daughter winces as she explains a home haircut gone wrong.

Girl: I tried to cut my bangs....

Dad: Ooft. Pass me the 'Steggles Country Music Guitar'.

Dad tunes up his guitar and begins to sing.

Song: If you're too handsome, growing up.
You probably won't amount to much.
Al the heroes in our history books,
Are rarely there for their good looks.

Abe Lincoln, best there was.
He was driven by a big old schnozz.
Grace O'Malley, no beauty queen.
Toughest pirate, ever seen.

Ugly, ugly, ugly, ugly, ugly! ...makes you super.

Mary Shelley wrote Frankenstein,
Cos she wasn't slowed down by Valentines.
If Gandhi had — gorgeous features,
He'd 'a just posed on tropical beaches.

The song steps up a key.

Turkey birds, look grotesque.
Look like they've got melted heads.
Turkey gobbled, the ugly stick.
Now it's the ultimate protein hit.

Ugly, ugly, ugly, ugly, ugly! ...makes you super.
Steggles, Steggles, Steggles, Steggles Turkey!... is superfood.

We return to the Dad and daughter, who's strangely satisfied by this.

Girl: ...thanks Steggles Country Music guitar!

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CLIENT	TITLE	PRODUCT
STEGGLES TURKEY	UGLY MAKES YOU SUPER	30" RADIO

JOB NUMBER	DATE	VERSION
STEG5029	1 NOV 2022	1

1. TECH

Lyrics: When you're not very pretty, you do great things.
You do a great job, or your phone won't ring.
Silicon Valley, super smart,
Cos they weren't at parties, breakin' hearts.

Ugly, ugly, ugly, ugly! ...is good for you.
Steggles, Steggles, Steggles, Steggles Turkey! ...is superfood!

2. HISTORY

Lyrics: If you're too handsome, growing up.
You probably won't amount to much.
Mary Shelley wrote Frankenstein,
Cos she wasn't slowed down by Valentines.

Ugly, ugly, ugly, ugly! ...is good for you.
Steggles, Steggles, Steggles, Steggles Turkey! ...is superfood!

3. ENTERTAINERS

Lyrics: Good looks — are crippling.
You start to think you're interesting,
If you've got a nice voice but an awful head,
The radio's where you'll make your bread.

Ugly, ugly, ugly, ugly! ...is good for you.
Steggles, Steggles, Steggles, Steggles Turkey! ...is superfood!