



Radio scripts.

Client	iSelect	Job Number	ISE0575
Product	QFF Partnership	Duration	30 sec
Creative Team	Skarby & George	Date	18.12.13
Creative Director	Josh		

SUBTITLES CAMPAIGN

In this campaign, we use the same technique radio stations use when translating foreign quotes on news reports. That is, the foreign quote is heard for a few seconds, then the translator (Mr iSelect) begins speaking and translates on the fly while the foreign language continues underneath.

“FRENCH-ENGLISH TRANSLATION”

Mr iSelect translates what is being said in French.

French Man: *iSelect vous récompense avec des points maintenant Qantas ...*
(continues talking underneath Mr iSelect).

Mr iSelect: **iSelect can reward you with Qantas Points...exclusively when you buy health insurance... It could get you closer to your dream holiday... and your dream French man...**
(realises)
Argh, Pierre! Stick to the script! Come on...get out.

FVO (Jesse): **Earn Qantas Points on health insurance, only through iSelect.**

FVO (Jesse): Terms at iselect.com.au/qantas. Qantas Frequent Flyer Members only.
Membership & Qantas Points subject to conditions at qantas.com/terms.



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"ITALIAN-ENGLISH TRANSLATION"

In this spot, Mr iSelect translates what the Italian man beside him is saying.

Italian Man: *iSelect ti premia con Qantas Punti di gas o elettricità... (continues talking underneath Mr iSelect).*

Mr iSelect: iSelect can reward you with Qantas Points... on electricity or gas... It could help you travel somewhere exotic like my country... I could show the ladies my home town-nnnoo, Sergio, this is supposed to be about Qantas Points!

Italian Man: **Multo romantico...**

Mr iSelect: **No romantico!**

FVO: **Earn Qantas Points on health insurance only through iSelect.**

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“SCOTTISH-ENGLISH TRANSLATION”

In this spot, Mr iSelect tries to translate what the man with a thick Scottish accent is saying beside him.

Scottish Man: Ye kin earn Qantas Pornts un hilth exclsvleh through iSelect, which kin hilp ye get aboot the wuhld... (continues talking underneath)

Mr iSelect: You can earn Qantas Points on health insurance exclusively through iSelect, which could help you travel. You could go... could go... I'm sorry, he's not even speaking properly anymore...

Scottish Man: Ach du Qantas

Mr iSelect: Qantas! I heard Qantas...

FVO: Call iSelect and you could start earning Qantas Points today.

Mr iSelect: *(sighs exasperatedly)*

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