

Tony Tots First Aid

Summary - All parents know the dangers of common household products. But these products are so familiar that it can be hard to break out of the everyday and take action to learn how to prevent death or serious injury for our little ones. We want to demonstrate how kids see these common hazards: not as scary threats to be avoided, but as tempting treats to be enjoyed. By cutting through the regular radio noise with these ads, we can help shake parents out of their apathy and think more seriously about taking a St John Tiny Tots First Aid course.

1: Shiny Plastic Choking Blocks!

VO (as if an ad for Children's toys, excited and sale-sy. Loud music and excitement behind it):
Introducing Shiny Plastic Choking Blocks! They're the latest thing for toddlers – boys AND girls! Shiny Plastic Choking Blocks come in a variety of eye-catching colours and are perfectly shaped to lodge right inside your child's throat. You'll find Shiny Plastic Choking Blocks ... everywhere!

(Music fades, same voice fades down to serious, conversational level).

VO: Inquisitive toddlers need parents and carers who know first aid. Search '**St John Tiny Tots First Aid**' and learn the skills to keep children safe. St John, Life Goes On.

2: Boiling Water in a Pot!

VO (as if an ad for Children's toys, excited and sale-sy. Loud music and excitement behind it):
It's new. It's exciting. It's Boiling Water in a Pot! Your little ones are going to love playing with Boiling Water in a Pot. Each pot features colourful, toddler-friendly handles; EZ spill contours and, you guessed it, boiling hot water. Get Boiling Water in a Pot now for grabbably good fun!

(Music fades, same voice fades down to serious, conversational level).

VO: Inquisitive toddlers need parents and carers who know first aid. Search '**St John Tiny Tots First Aid**' and learn the skills to keep children safe. St John, Life Goes On.

3: Stairs!

VO (as if an ad for Children's toys, excited and sale-sy. Loud music and excitement behind it):
Do you know what toddlers go head over heels for? That's right, Stairs! See them stumble, see them tumble, hear them scream as they fall down Stairs! Whether UP Stairs or new DOWN Stairs, girls and boys will give their right arm for Stairs! Available at all your favourite locations.

(Music fades, same voice fades down to serious, conversational level).

VO: Inquisitive toddlers need parents and carers who know first aid. Search '**St John Tiny Tots First Aid**' and learn the skills to keep children safe. St John, Life Goes On.

Client	St John	Version
Job Number	STJA0096	1
Campaign/Name	Tiny Tots First Aid	

