

## NRMA – REAL MOMENTS OF HELP

### Farm 30"

*SFX: The following script would be brought to life with sound effects that help put listeners right in the scene. For example, the sounds of a farm in the early morning, a tractor and other machinery etc The ad would finish with the familiar strains of "Throw your arms around me".*

**VO: You're fast asleep,  
When the sound of an unfamiliar tractor jolts you awake.  
It's Ian from next door.  
There are 40 - no 50 - people with him.  
Harvesting *your* fields.**

(CHARACTER IN SCENE: "What the ...")

**And then it dawns on you.  
They're doing two months' work for you,  
So you can put all your energy into fighting cancer.  
Because that's what Australians do: we help.  
And so has NRMA, for almost 100 years.  
NRMA Insurance. Help is who we are.**

### **Train 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 busy train platform in peak hour, the sound of people running etc. The ad would finish with the familiar strains of "Throw your arms around me".*

**VO: You're boarding a train in peak hour,  
When suddenly, hundreds of commuters rush toward you.  
You're trapped.  
The mob pushes the carriage,  
Rocking it back and forth,  
Until your leg,  
Which was trapped between train and platform,  
Is finally free.  
Thanks to the the help of hundreds of strangers.  
Because that's what Australians do: we help.  
And so has NRMA, for almost 100 years.  
NRMA Insurance. Help is who we are.**

### **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.**