



Client: Sportsbet
Product/Service: iPad App
Title: **Man Hands**
Length: 30 sec

MVO: Man. Look at those hands.
Knuckles the size of kneecaps.
Man-sized hands that crush cans,
Open jars and struggle with bras,
Deserve to handle man-sized things...
Like the all-new Sportsbet app for iPad.
With buttons designed to fit the hand, the hand that fits the man.
Download from the AppStore. Also on Android.
Sportsbet. Bigger Better Betting.