



CLIENT: NIB

CAMPAIGN: Getting Older Has Its Perks

LENGTH: 3 x 30sec

TITLE: Mid-Life Crisis

VO: The dangers of a crippling mid-life crisis are long, long behind you.
 In a sinking ship, you'll be getting first access to the lifeboats.
 And you no longer have to respect your elders. You are one.
 Yes, getting older has its perks.
 So does NIB health insurance.
 Switch to NIB and find a policy that's right for you.
 Call today on 13 30 55.
 NIB.
 Health cover how it should be.



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TITLE: Silver Fox

VO: You identify as either a 'cougar' or a 'silver fox'.
You hold the world's most powerful bargaining chip: your children's inheritance.
And three words: Seniors. Discount. Card.
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TITLE: Whippersnapper

VO: You can use the term 'whippersnapper'. And get away with it.
Your fashion sense will, at some point, be back in fashion.
And the best thing about seeing your children is the IT support.
Yes, getting older has its perks.
So does NIB health insurance.
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