



Client	IAG
Brand / Product	NRMA
Job Description	NSW Consideration
Job Number	IAG0368
Title	V1 - Guy/ Fire
Length	45"

SFX: Fire flames. Sirens. Then silence.

VO: After the house fire, nothing's left.

VO: Except Guy.

SFX: A shovel digging into ash. Rubble being sifted through. The odd, distant currawong. A man exhaling.

VO: Knee-deep in ash.

VO: Digging for a yellow gold necklace passed down through generations.

VO: Guy knows this heirloom's extreme melting point may have helped it survive.

VO: If eight years as an NRMA Insurance Claims Assessor has taught him anything, it's how important hope can be to a family who've lost everything.

SFX: The digging intensifies, Guy is getting a little puffed.

VO: So he keeps digging, until...

SFX: The clink of metal on metal sounds like he's found something.

VO: We've been preparing our whole lives for the things you can never prepare for.

Help, like no one else. NRMA Insurance.

NRMA Sting

T&Cs: Always read the PDS from NRMA Insurance.

The Monkeys

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Client	IAG
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Job Number	IAG0368
Title	V2 - Peter/ Flood
Length	45"

SFX: A car driving through mud before braking. We can hear persistent rain and the growing sound of chickens, ducks and pigs throughout.

VO: Peter arrives at the spot where the home used to be...

VO: Until floodwater picked it up and tossed it like a doll's house.

VO: He spots the owners, in muddy dressing gowns tending to their pet chickens, ducks and pigs.

VO: Some might rush them straight to a motel.

VO: But Peter, with 35 years' experience as an NRMA Insurance Claims Assessor.

VO: Can see how this couple cares for every drenched creature.

VO: And helps finds them a caravan instead.

VO So they can stay. Where they need to be.

VO: We've been preparing our whole lives for the things you can never prepare for.

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Client	IAG
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Job Description	NSW Consideration
Job Number	IAG0368
Title	V3 - Judi/ Earthquake
Length	45"

SFX: A shudder. The smashing of crockery.

VO: Coffee mugs are chucked upwards.

SFX: A bigger shudder. Glass breaks.

VO: The office fish is tossed from its bowl.

SFX: Phones ringing.

VO: Newcastle is being rocked by Australia's deadliest earthquake.

VO: Any right-minded person would scream.

VO: But after scooping up the fish, Judi, gets to work.

SFX: Deep breaths followed by Judi comforting someone

VO: Welcome to year one of her career at NRMA Insurance.

VO: For the next 32 years Judi's career will be one disaster after the other. That's what makes her so good.

VO: We've been preparing our whole lives for the things you can never prepare for.

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