

Coopers DIY Beer Campaign - Earplugs

Music: Lifestyle segment intro sting.

VO: Another long weekend DIY tip, brought to you by Coopers DIY Beer.

SFX: "Here you go love"

Host bloke: At the start of a DIY project, give your wife some earplugs...

SFX: "Oh you mongrel ba..."

Host bloke: That way she won't be able to hear you cursing when you make a mistake.

Or for something you'll really swear by, try making your own great tasting Coopers DIY Beer.

Grab a Coopers DIY Beer kit from Big W, Kmart or diybeer.com.au, and enjoy your long weekend.

Music: Lifestyle segment outro sting.

Coopers DIY Beer Campaign - Evidence

- Music: Lifestyle segment intro sting.
- VO: Another long weekend DIY tip, brought to you by Coopers DIY Beer.
- SFX: Electric screwdriver screwing corrugated iron sheets onto timber.
- Host bloke: Whenever attempting a DIY project, remember, if at first you don't succeed...
- SFX: Entire structure falling down.
- Host bloke: ...remove all evidence that you ever tried.
- Then try something much easier like making your own great tasting Coopers DIY Beer.
- Music: Lifestyle segment outro sting.
- Host bloke: Grab a Coopers DIY Beer kit from Big W, Kmart or diybeer.com.au, and enjoy your long weekend.

Coopers DIY Beer Campaign - Paper Cut

Music: Lifestyle segment intro sting.

VO: Another long weekend DIY tip, brought to you by Coopers DIY Beer.

SFX: Paper rustle, "ouch!" (SFX:)

Host bloke: If you get a paper cut when reading the instruction manual...

SFX: Chainsaw starting up then stopping quickly.

Host bloke: ...maybe you should think twice about operating a chainsaw.

And try something you're more cut out for, like making your own great tasting Coopers DIY Beer.

Music: Lifestyle segment outro sting.

Host bloke: Grab a Coopers DIY Beer kit from Big W, Kmart or diybeer.com.au, and enjoy your long weekend.