

Smart radio.

Client: Bic

Brand: Bic Australia

Date: 8/1/07

Job No:

Length: 30 seconds

Version: 1

Title **Stress Transferer**

VOICE Twenty year-old guy. Constantly on edge. Best avoided.

GUY Hi. I'm a Stress Transferer.

You know how sometimes you turn up to your exams and you're actually feeling pretty good about the whole thing.

Then you meet someone like me who's all:

Hey, you know only 11 people passed this exam last year?

I'm gonna fail, I know I'm gonna fail, do you think you're gonna fail?

And, of course, there's the timeless: you mean you didn't read that text?
Oh man, that's gonna be on the exam for sure.

I mean like, why suffer alone?

MAN Exams are bad enough. Don't let the wrong pen make them worse.

Bic pens. Failsafe.