

Client: **RACV**

Product: **Business Insurance**

Job#: **RACV0574**

Date: **04/04/17** **REV6**

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### **'Interesting'**

In this commercial, we hear the dullest-sounding man imaginable talk about what – to him – is the most exciting subject in the world: business insurance. His voice is almost monotone, and uninflected, creating a fascinating and compelling contrast to the noise and shouting on 3AW and Triple M. In the end, his affectless innocence is endearing:

**If you're like me, the most interesting part of running a small business is insurance. It's just fascinating stuff, a subclause rollercoaster. But, for some reason, RACV have made it easy. You only pay for what you need. And the best bit is you can do it all online, which combines my two favourite things – insurance and computers. So, if you don't want to spend as much time on insurance as I do, get a quote from the experts at [racv.com.au/business](http://racv.com.au/business). Enjoy considering the PDS, too. Product issued by Insurance Australia Limited.**

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### **'Long, long chats'**

This commercial continues the adventures of the world's most boring small business owner. This time, he longs for more adventure in his work:

**When you love insurance as much as I do, easily resolving your small business insurance needs online at [racv.com.au](http://racv.com.au) is wonderful. But I sometimes wish my business was more complex. Then I'd be able to have long chats with an RACV insurance specialist about exclusions and special conditions. Long, long chats. Sadly, talking insurance is just recreational for me. I'm not one of the lucky ones who needs to call 13 RACV and ask for a PDS to consider. Product issued by Insurance Australia Limited.**

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### **'So much to know'**

This commercial continues the adventures of the world's most boring small business owner. This time, he fails to see people are asking him to stop talking:

**As someone who loves small business insurance, people often say, 'Do you ever stop taking about it?' And I always reply, 'No, not when there's so much to know.' Like, can I choose the amount of liability? Is my vehicle included? And my laptop? Yes, yes, and yes, RACV will answer. At that point, people usually say 'That's fascinating, but I've really got to go.' And I say, 'You should discover the thrills of small business insurance yourself at [racv.com.au/business](http://racv.com.au/business). Good PDS, too.' Product issued by Insurance Australia Limited.**