

Steggles

REFEREE (45")

VO: **This is a song for the unsung heroes.
The ones who'll never get too much fame.
The unsung stars of the big leagues.
Referees at football games.**

New voice: Is this for Steggles?

VO: Yep, hold on...

**Cos they run even more than the players.
And probably pay more attention, too.
But when we want to unleash our rude words.
They're the ones we all look to.**

**But there's an unsung hero more delicious.
Who keeps our athletes fed and happy when it's
cooked.
This is a song for that unsung hero.
Steggles. Australia's favourite chook.**

RHYTHM SECTION (45")

VO: **This is a song for the unsung heroes.
The ones we overlook nearly every day.
Like the bass players and all the drummers.
No one ever really knows their name.**

New voice: Isn't this a Steggles ad?
VO: Yeah, yeah..

**Every week they show up to practice.
Every gig they load the van.
But if they're not standing next to the singer.
No one knows they're in the band.**

**But there's an unsung hero more heroic.
Who keeps our talent fed and happy when it's cooked.
This is a song for that unsung hero.
Steggles. Australia's favourite chook.**

NEW PARTNERS AT FAMILY EVENTS (45")

**VO: This is a song for the unsung heroes.
The ones who never really get enough praise.
Like the guy who just started dating.
Not long before Christmas Day.**

New voice: Feels like a Steggle...

VO: ...ad? Coming...

**Now he's gotta accept the invite.
To meet the family at the Christmas lunch.
And he's trying to impress all the rellies.
Even though —
Nonna doesn't like him much.**

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SCHOOL GATE (30")

VO:

**This is a song for the unsung heroes.
The ones who really should get more fame.
Like people who are good at introductions.
And make it look like you knew the name.
But there's an unsung hero more delicious.
Who keeps our families fed and happy when it's cooked.
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GROCERY SHOPPING (30")

VO:

**This is a song for the unsung heroes.
The ones punching well above their weight.
Like the person who smiles at the checkout.
While your kids try to wreck the place.
But there's an unsung hero more delicious.
Who keeps our families fed and happy when it's cooked.
This is a song for that unsung hero.
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TRAFFIC CHAOS (30")

VO: **This is a song for the unsung heroes.
The ones who rarely ever make the front page.
The reporter in the traffic chopper.
Do they come down for bathroom breaks?
But there's an unsung hero more delicious.
Who keeps our families fed and happy when it's cooked.
This is a song for that unsung hero.
Steggles. Australia's favourite chook.**

MORNING SCHOOL RUN (30")

VO:

**This is a song for the unsung heroes.
The ones worthy of a lot more praise.
Like the parents now chasing the school bus.
The one day it's not running late.
But there's an unsung hero more delicious.
Who keeps our families fed and happy when it's cooked.
This is a song for that unsung hero.
Steggles. Australia's favourite chook.**