

**CLIENT: ST IVES HOME CARE**

**CREATIVES: MATT WILSON & HAYDEN GRIFFITHS**

Idea: People over the age of 60 can't clearly decipher a noise broadcast between 6000 - 12,000 hertz.

So, we broadcast an ad at 8000 hertz - which disguises the difficult conversation we're about to have for older audience members.

Let's have a private conversation about your aging parents.

**TITLE: THE PITCH V1**

V.O: (Normal) The following message has been recorded at 8,000 hertz.

Making it almost inaudible to anyone over the age of 60.

Hertz change: That's because we're talking about aged care, a topic that can cause anxiety amongst seniors.

If you can hear this message, and have a mum or dad you're concerned about, speak to St Ives Home Care for a more open conversation.

We offer a range of services to help your parents stay in their own home.

Credit A: And we offer you help to talk about aging - in a way they'll really hear you..

Visit Saint Ives home care dot com dot au