



meerkats

radio

Client	Mrs Mac's	campaign	Branding	job number:	MRS0023C
duration:	45	revised:	5 Aug 2012	key number:	
title:	Hunger Goggles				

Vegetarian

VO: Ohh Romeo, look at you. You've got that hunger you get when you shouldn't be hungry.

Also known as; 'Just had a vegetarian meal to impress a girl on a first date' hunger.

SFX: *Low grumble/squealing sound*

Male: Sorry about that.

VO: Was your stomach or the whale music?

It's only been 9 minutes since Astrid cleared the brown rice and kidney beans away, but you've still got a hole that needs filling.

You look again at the recycled hemp parchment menu and think...

Male: (ECHO) Hmm, maybe a Carrot Ginger Wheatgrass Detox will do it?

VO: No! You've got your hunger goggles on again.

Step away from the menu!

A Mrs Mac's beef pie is always close at hand. 100% real Australian beef wrapped in delicious golden pastry...

Conveniently sold near most vegetarian restaurants.

If it's not a Mrs Mac's, take it back.



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Duck

SFX: BEACH BACKGROUND, WIPING SAND OFF BOARD

VO: You've just had a big day at the beach with your stand up paddle-board or your metal detector or whatever and now you're hungry.
So hungry, you could eat the crutch out of a low flying duck.

SFX: *(Quack Quack)*

Male: 'Maybe if I stand on the bonnet'

VO: Leave it alone! You've got your hunger goggles on.
Thankfully there's always a Mrs. Mac's pie close by.
So find the nearest servo, deli or takeaway food place and jut your chin out in the direction of your favourite Mrs. Mac's pie.
When you're done, say thank you, because you've just enjoyed 100% Australian beef wrapped in delicious golden pastry.
And not the actual nether regions of a low-flying waterfowl.
If it's not a Mrs. Mac's, take it back.



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Bait Shop

VO: You're in the middle of a long day driving around looking at furniture, and you're hungry. In fact you're...

Female: Don't even *try* to talk to me or we'll end up divorced"

VO: ...hungry. And that's when *he* says:

Male: Just relax babe.

Female: Arghh!

VO: (TIGHT LIPPED) Surely he knows by now, the last thing...

Male: Just relax babe.

VO: ... makes you feel ... is relaxed!

Plus you're deep in the hunger goggle zone ... There was that perfectly good servo a few exits back which *would* have had a Mrs. Mac's pie with 100% real Australian beef wrapped in delicious golden pastry!

But he said ...

Male: Just relax babe - there's a place further up.

VO: And now you're about to find something to eat... at a bait shop.

SFX: SLIMEY SLUGS

VO: Don't trust your hunger goggles.

If it's not a Mrs. Mac's, take it back.