

“Freedom”

With the following radio campaign, the first ad “Walkout” always played at the start of an adbreak and then the following ads in the campaign were played throughout the adbreak among ads for other products.

Ad 1: “Walkout”

VO: Now with Sportsbet, you can ‘Cash Out’ on your bet, even while the game is still on. And that kind of power will give a man an overwhelming sense of... freedom.

Yeah... freedom...

SFX: *Walking away from the microphone.*

VO: Freedom...

SFX: *Opening door. Footsteps down hallway.*

VO: Conditions apply... Gamble responsibly... (even further away)

FREEEEEEEDOM...

Ad 2: "Security doors"

SFX: *'Castle Security Doors' jingle.*

MAN: Hi, I'm Shane Castle. My family has been successfully making Australia's toughest security doors for over 100-years for one reason and one reason only – they're absolutely impenetrable!

SFX: *Door bursts open.*

VO: FREEEEEEEEEDOM!

MAN: What the...? Those hinges aren't designed for that!

SFX: *Wood breaking. Metal bending. Lee continues to yell "freedom!"*

VO: 'Cash Out' with Sportsbet and feel the freeedom!

Conditions apply! Gamble responsibly!

Ad 3: "Couples Scientist"

SFX: *Small musical jingle including the whispering the words "commitment", "listening", "understanding."*

WOMAN: Hi, I'm Dr Jennifer Beale, I've been a Couples Scientist for over 13-years – specializing in 'listen feeling', 'stare sharing' and 'interpretive hugging'.

Sign up to my...

SFX: *Banging on door.*

WOMAN: Sign up to my 24-month...

SFX: *Door bursts open.*

VO: FREEEEEEEEDOM!

SFX: *Complete anarchy occurs.*

VO: 'CASH OUT' WITH SPORTSBET AND FEEL THE FREEEEDOM!

CONDITIONS APPLY! GAMBLE RESPONSIBLY!

Ad 4: "Big Cats"

SFX: *Outdoors. Birds etc...*

WOMAN: Come on down and GO WILD these holidays at the Green Bark Big Cat Zoo!
We've got tigers, lions, pumas, jaguars and even a few snow panthers!

So come and see the true kings of the Jungl...

SFX: *Large gate opening.*

WOMAN: Mate! Close the gate!

VO: FREEEEEEEEEEEEDOM!!!!

WOMAN: Shut the gate!

SFX: *Big cats escaping and growling.*

VO: 'CASH OUT' WITH SPORTSBET AND FEEL THE FREEEEDOM!
CONDITIONS APPLY! GAMBLE RESPONSIBLY!