

Title: Breakfast TV

VO: Jean Kittson.

The bad news is your morning train is going to be delayed.

The good news is you know this because you downloaded Metro's new Notify app, so you now score twelve extra minutes of breakfast TV. The fake camaraderie of the hosts, the pretend sipping from the empty coffee cups causes you to question the authenticity of everything in your life. 12 minutes later you're a much better person with an idea for a book.

Metro Notify.

Good bad news when you need it most.

Credits:

Agency: McCann Melbourne

Writers: John Mescall & Pat Baron

Production: Eardrum

Director: Ralph Van Dijk

Client: Metro Trains

Marketing Manager: Chloe Alsop

Description:

This commercial highlights to listeners the benefits of looking at the bright side of bad news. Metro Notify. The good bad news app that let's you know when your train is running late.