

Radio

Client: Forrest Chase

Job No:

Contact:

Date: 31 October 2012

Account Manager:

Product: Christmas campaign 3 x 30 sec

equilibrium

The Old Boans Warehouse

10 Saunders Street

East Perth WA 6004

t 08 9218 8622

f 08 9218 8633

info@equ.com.au

www.equ.com.au

Campaign title – Gifts that Count

1. Not just a shirt

MVO: I'm not just a shirt. I'm more than that.

I'm a smart, new look. I'm a spring in the step, a gatherer of admiring glances and a partner on special occasions.

I'm cold washed and line dried. I'm pride of place in a wardrobe.

I'm a colour that suits; a cut that flatters. I go well with those pants and that suddenly matters.

No, I'm not just a shirt. I'm a gift. A Christmas gift from you to your Dad. And you'll find me at Forrest Chase, for gifts that count this Christmas.

2. Not just a coffee machine

FVO: I'm not just a coffee machine. I'm more than that.

I'm a morning that's broken, I'm an afternoon fixed, I'm a pause during a full-forward day.

I'm a moment with a friend, a confidence shared.

I'm a whirr and a grrr, a fiss and a hiss. I'm full-bodied, freshly ground; a frothy pleasure.

I'm ... I'm something that can't be done without.

I'm not just a coffee machine. I'm a gift. A Christmas gift from you to your Mum. And you'll find me at Forrest Chase, for gifts that count this Christmas.

The Equilibrium Unit Trust

t/as Equilibrium Integrated Communication

Equilibrium Interactive Pty Ltd

ACN 112 669 726 t/as Equilibrium Interactive

3. Not just a toy

FVO: I'm not just a teddy bear. I'm more than that.

I'm a constant companion, a bestest friend and guest of honour at tea parties.

I'm a patient, a nurse and sometimes a doctor.

I'm a long drive made pleasant, a welcome distraction.

I'm a hug when needed and a pillow if required.

I'm not just a teddy bear. I'm a gift. A Christmas gift from you to your daughter. And you'll find me at Forrest Chase, for gifts that count this Christmas.