

CLIENT: DHS

PRODUCT: ANTI-ICE CAMPAIGN

MEDIUM: RADIO

LENGTH: 30 SECONDS

DATE: NOVEMBER 22, 2007

TITLE: 'BUGS'

Guy: Once the bug's razor sharp fangs pierce the skin, they quickly burrow underneath.

Feasting on blood, they reproduce in the hundreds. The warm and moist conditions are ideal for incubation.

Their spindly legs irritate unprotected nerve endings, causing severe itching.

Do not scratch. Blood and skin collected under fingernails will spread the parasite.

VO: Hallucinating bugs under your skin is a side effect of the drug ice.

Ice. It's a dirty drug.

Authorised by the Victorian Government, Melbourne.

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TITLE: 'BROTHERS'

We hear a young guy speak with a slow and slurred voice. It sounds as if he has suffered a brain injury.

Guy: We used to fight when we were kids. But not like this.

I don't blame him for pushing me. I shouldn't have got in his way.

Not when he's in one of his moods.

Mum says he can't really control himself. I hope he gets better.

VO: Aggression is a side effect of the drug ice.

Ice. It's a dirty drug.

Authorised by the Victorian Government, Melbourne

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TITLE: 'TRAIN'

Guy: Don't turn around.

He's been watching you since you got on the train.

He was there last night too.

Just staring. Boring his beady little eyes into the back of your head.

What does he want? Does he know? He must know. He knows everything.

You're going to have to run. But what if he follows? You'll never get away.

VO: Paranoia is a common side effect of the drug ice.

Ice. It's a dirty drug.

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TITLE: 'UPSIDE'

Guy: On the upside, when you loose your job, you won't have to get out of bed anymore.

And when your friends dump you, you'll get to spend more time by yourself.

And when your teeth start to rot, you won't need to worry about your appearance.

And when your kidneys and heart eventually fail, you just won't have to worry about anything anymore.

VO: No wonder depression is a major side effect of the drug ice.

Ice. It's a dirty drug.

Authorised by the Victorian Government, Melbourne.