

## **Script 1 - Sexism**

*VO: If you're a woman, stop listening.*

*SFX: VO becomes T&Cs fast and then slows down to a more natural, human tone.*

*VO: Don't worry your pretty little head about the terms and conditions. Legal lingo read reassuringly – what's your stereotype? Sexy seductress or yummy mummy?*

*These are not the advertising conditions we want.*

*There are Codes that set high standards. Together, we can exceed them.*

*You can nominate advertising that breaks gender stereotypes to help create \*kinder conditions... so that women can stop listening, and start writing their own narratives.*

*VO: Visit [adstandards.com.au](http://adstandards.com.au) to nominate your ad. Terms and \*kinder conditions apply.*

## **Script 2 – Racism**

*VO: This ad is for English-speakers only.*

*SFX: VO becomes T&Cs fast and then slows down to a more natural, human tone.*

*VO: Make sure you understand the terms and conditions. Justifying stereotype lies and accent punchlines. If your culture has never been confined to a category can you comment?*

*These are not the advertising conditions we want.*

*There are Codes that set high standards. Together, we can exceed them.*

*You can nominate advertising that celebrates cultural diversity to help create \*kinder conditions... because you don't need to speak English to hear that difference.*

*VO: Visit [adstandards.com.au](http://adstandards.com.au) to nominate your ad. Terms and \*kinder conditions apply.*

### **Script 3 – Environment**

*VO: In fifty years, this ad will be an emergency warning.*

*SFX: VO becomes T&Cs fast and then slows down to a more natural, human tone.*

*VO: And these terms and conditions will qualify a crisis. Throwaway truths tricking air waves. The environment a matter of opinion discussed by sceptics not scientists.*

*These are not the advertising conditions we want.*

*There are Codes that set high standards. Together, we can exceed them.*

*You can nominate advertising that promotes environmental action to help create \*kinder conditions... so that we won't need any warnings.*

*VO: Visit [adstandards.com.au](http://adstandards.com.au) to nominate your ad. Terms and \*kinder conditions apply.*

## **Script 4 – Food**

*VO: This ad is eating you up.*

*SFX: VO becomes T&Cs fast and then slows down to a more natural, human tone.*

*VO: And these terms and conditions are spitting you back out again. Take another bite out of balance. Extra excess is encouraged when there's money to be made. Are you hungry, now?*

*These are not the advertising conditions we want.*

*There are Codes that set high standards. Together, we can exceed them.*

*You can nominate advertising that celebrates healthy food and drink consumption to help create \*kinder conditions... because that is something to chew on.*

*VO: Visit [adstandards.com.au](http://adstandards.com.au) to nominate your ad. Terms and \*kinder conditions apply.*

## **Script 5 – Distinguishable Advertising**

*VO: Believe everything you hear.*

*SFX: VO becomes T&Cs fast and then slows down to a more natural, human tone.*

*VO: Even these terms and conditions. Laying quick claims to cover your favourite celebrity as they cash in on product placements. When opinions are purchased who gets paid-out?*

*These are not the advertising conditions we want.*

*There are Codes that set high standards. Together, we can exceed them.*

*You can nominate outstanding sponsored content that helps create \*kinder conditions... because that is something to believe in.*

*VO: Visit [adstandards.com.au](http://adstandards.com.au) to nominate your ad. Terms and \*kinder conditions apply.*

## **Script 6 - Children's Code**

*VO: This ad is brainwashing your children.*

*SFX: VO becomes T&Cs fast and then slows down to a more natural, human tone.*

*VO: And these terms and conditions let it. Millions of messages are being marketed to me. Am I raised by mum and dad, or the media?*

*These are not the advertising conditions we want.*

*There are Codes that set high standards. Together, we can exceed them.*

*You can nominate advertising that celebrates childhood to help create \*kinder conditions... a future where kids can make up their own minds.*

*VO: Visit [adstandards.com.au](http://adstandards.com.au) to nominate your ad. Terms and \*kinder conditions apply.*

## **Script 7 – Car Code**

*VO: This ad could cause a car crash.*

*SFX: VO becomes T&Cs fast and then slows down to a more natural, human tone.*

*VO: Now we're speeding through the terms and conditions, pedal pressed to the floor. When hot wheels hit hotter roads, do you smirk in the rear-view mirror as you rev?*

*These are not the advertising conditions we want.*

*There are Codes that set high standards. Together, we can exceed them.*

*You can nominate advertising that promotes safe driving to help create \*kinder conditions... conditions we can all feel safe in.*

*VO: Visit [adstandards.com.au](http://adstandards.com.au) to nominate your ad. Terms and \*kinder conditions apply.*