

Smart radio.

Client: Bic

Brand: Bic Pens

Date: 29.06.05

Job No:

Length:

Version: 2

Title

Isolation Chamber

SFX

This commercial is read as a monologue, using an interesting voice with plenty of character.

MVO

Breeze through your first two years at Uni.

Bring the wrong pen into final exams.

Pen fails.

The only job you can now get is testing isolation chambers.

Spend 90 days in a cube.

Eating food pellets and drinking recycled bodily fluids.

Over time your body adapts, shrinking your eyes and turning your hands into burrowing claws.

These exams, don't use the wrong pen.

Bic Pens. Failsafe.

Smart radio.

Client: Bic

Brand: Bic Pens

Date: 14/3/06

Job No:

Length: 30 seconds

Version: 2

Title **Human Guinea Pig**

SFX This commercial is read as a monologue, using an interesting voice with plenty of character.

MVO Graduate dux of your school.

Breeze through Uni.

Bring the wrong pen into final exam.

Pen fails.

End up working as a guinea pig for a cosmetics company.

Where they put nail polish in your eyes just to see what happens.

Develop a fear of women who wear make-up.

Forcing you to live on an all-male commune.

Where you have to hug.

And sing songs.

Like Kumbai-Ya.

These exams, don't use the wrong pen.

Bic Pens. Failsafe.

Smart radio.

Client: Bic

Brand: Bic Pens

Date: 14/3/06

Job No:

Length: 30 seconds

Version: 2

Title **Chicken Insemination**

SFX This commercial is read as a monologue, using an interesting voice with plenty of character.

MVO Blitz your way through school.

Get to Uni and do the same.

Bring the wrong pen into final exams.

Pen fails.

End up working as a Chicken Inseminator.

And when you meet people you say:

I sex-up chickens.

I get chickens pregnant.

I knock-up chooks.

All of which guarantees that your sex life, at least with members of your own species, is non-existent.

These exams, don't use the wrong pen.

Bic Pens. Failsafe.

Smart radio.

Client: Bic

Brand: Bic Pens

Date: 14/3/06

Job No:

Length: 30 seconds

Version: 2

Title **Radioactive Waste Facility**

SFX This commercial is read as a monologue, using an interesting voice with plenty of character.

MVO Breeze through school, then Uni.

Bring the wrong pen into your final exam.

Pen fails.

End up working as a vat-scrubber at a nuclear waste facility.

Where you develop an extra set of reproductive organs.

Wonderful at first, but on reflection, a big turn-off.

Try to sell your story to the media.

Instead, find yourself circulated as a joke email all around the world.

These exams, don't use the wrong pen.

Bic Pens. Failsafe.