



G E O R G E P A T T E R S O N B A T E S

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Client	Carlton United Breweries	Length	45 seconds
Product	Victoria Bitter	Job Number	Version
Title	Real Men Abbreviate	Date	7/12/04

Traditional VB anthem opens the commercial before a deep, gruff, blokey male voiceover begins in true VB style. The VB music falls underneath the voiceover for the duration.

“A hard earned thirst needs a big cold beer and the best cold beer is Vic. Or as most like to call it ‘VB’. That’s short for Victoria Bitter...but nobody ever says ‘Grab a 6-pack of Victoria Bitter on the way over’ or ‘Three Victoria Bitters please mate’... unless they’re from New Zealand. Real men abbreviate, or as I like to say ‘RMA’. So when you’re enjoying a beer tonight, make sure you ask for a VB because everyone knows that a HET needs a big CB and the best CB is Vic. Victoria Bitter - that’s long for VB!”

The VB music rises up for the final sting.



Client	Carlton United Breweries	Length	45 seconds
Product	Victoria Bitter	Job Number	Version
Title	The Bottom Shelf in the Fridge	Date	7/12/04

Traditional VB anthem opens the commercial before a deep, gruff, blokey male voiceover begins in true VB style. The VB music falls underneath the voiceover for the duration.

“A hard earned thirst needs a big cold beer, and the best cold beer comes from a very, very special place. It’s called the bottom shelf in the fridge. Just above the vegetable crispers, just below the assorted condiments. A big cold beer doesn’t belong next to the milk inside the door, that’s for eggs. There’s no better feeling than ripping open a fresh carton and slotting four six packs on their sides perfectly into that bottom shelf. Cold air falls my friends, and celery just doesn’t deserve the privilege. Reserve the bottom shelf for a big cold beer, and the best cold beer is Vic. Victoria Bitter.”

The VB music rises up for the final sting.



Client	Carlton United Breweries	Length	45 seconds
Product	Victoria Bitter	Job Number	Version
Title	Drive-through Bottle Shop	Date	7/12/04

Traditional VB anthem opens the commercial before a deep, gruff, blokey male voiceover begins in true VB style. The VB music falls underneath the voiceover for the duration.

“A hard earned thirst needs a big cold beer, that’s why they invented the drive through bottle shop. ‘Looks like you’ve had a long day sir, just wind down the window and keep the engine running while I get you some beer.’ So simple yet so... fantastic. For just a few minutes in a day you are royalty. Two lanes, four servants eagerly waiting for the chance to heave his majesty’s slab into the back of the royal carriage. Have a nice day. ‘Oh I will’ you say, because there’s always one of these wonderful creations just up the road with plenty of big cold beer, and the best cold beer is Vic. Victoria Bitter.”

The VB music rises up for the final sting.



Client	Carlton United Breweries	Length	45 seconds
Product	Victoria Bitter	Job Number	Version
Title	Greatest Damn Theme Music Ever Written	Date	7/12/04

Traditional VB anthem opens the commercial before a deep, gruff, blokey male voiceover begins in true VB style. The VB music falls underneath the voiceover for the duration.

“A hard earned thirst needs a big cold beer and the best cold beer has the greatest damn theme music ever written. Have a listen to that...(starts humming)...gives me goosebumps every time I hear it....and this bit coming up right...(high bit).. there...I love that bit...just makes me want to crack open a big cold beer right now...and the best cold beer is...(hums final sting .. daa daa daa dadadadunt....) Vic. Victoria Bitter.”

The VB music rises up for the final sting.



Client	Carlton United Breweries	Length	45 seconds
Product	Victoria Bitter	Job Number	Version
Title	The Stubby Holder	Date	7/12/04

Traditional VB anthem opens the commercial before a deep, gruff, blokey male voiceover begins in true VB style. The VB music falls underneath the voiceover for the duration.

“A hard earned thirst needs a big cold beer and a big cold beer needs your favourite old stubby holder. You’ve never been to Deniliquin but someone went on a golf trip there once, and that stubby holder’s been holding stubbies for you since they left it at your grand final barbie last year. You love that stubby holder. It doesn’t just keep your beer cold, oh no...it also keeps your hand dry. That’s killing two birds with one foam...rubber...leaving. A big cold beer just doesn’t taste the same without your favourite old stubby holder, and the best cold beer is Vic. Victoria Bitter.”

The VB music rises up for the final sting.