

CLEMENGER BBDO

Client: TAC
Product: AEB
Title: AEB Senses...ALL THE DANGERS
Duration: 30sec

SFX: Internal car noise...

MVO: If your car has AEB it can sense emergency situations such as

The VO's are read by different people.

VO (Gruff male): A car that chops and changes lanes,

VO (Panicky women): a panicked person who pulls out of nowhere,

VO (Panicked man): someone slamming their brakes,

VO (Middle aged woman) : **A ute backing out of a driveway without looking**

MVO: ...and it can brake your car if you don't.

SFX: Beep, screeching of car tyres as the car stops.

MVO: AEB can detect hazards and prevent potential crashes, helping to reduce the chance of injury to you and your family. So, before you buy your next vehicle find out more about AEB at howsafeisyourcar.com.au

Client: TAC
Product: AEB
Title: AEB Two voices
Duration: 30sec

In this ad we hear two VO's talking at the same time.

SFX: Internal car noise...

VO 1: If you're driving along, thinking about what to have for dinner..

VO 2: If you're driving along, thinking about what to have for dinner..

VO 1: Then all of a sudden a car pulls in front of you!

VO 2: Then all of a sudden a car pulls in front of you!

VO 1: You don't have time to react. But if your car has Auto Emergency Braking it can sense danger then brake if you don't.

VO 2: You don't have time to react. But if your car has Auto Emergency Braking it can sense danger then brake if you don't.

SFX: Beep, screeching of the car's tyres as it comes to a stop

VO 2: Otherwise, your car will keep going...

SFX: Two cars crashing. Breaking glass, scraping metal.

VO 1: AEB can detect hazards and prevent potential crashes, helping to reduce the chance of injury to you and your family. So, before you buy your next vehicle find out more about AEB at howsafeisyourcar.com.au

Client: TAC
Product: AEB
Title: AEB With and without
Duration: 30sec

SFX: Internal car noise...

VO: If your car has Auto Emergency Braking it can sense danger and brake if you don't. Turning this...

SFX: Sounds of a car crash; Gasp and screams, screeching of brakes then a thud as metal crumples, glass breaks and people groan.

VO: Into this....

SFX: Gasp, followed by the braking of car tyres.

VO: AEB can turn crashes into close calls, reducing the chance of injury to you and your family. So, before you buy your next car find out more about AEB at howsafeisyourcar.com.au