

M&CSAATCHI

COPY

CLIENT	TITLE	PRODUCT
STEGGLES TURKEY	UGLY MAKES YOU SUPER	90" RADIO

JOB NUMBER	DATE	VERSION
STEG5029	1 NOV 2022	1

1. TECH

Intro chat between Mum and her son.

Boy: I can't get a date for the dance.

Mum: Aw... This calls for the Steggles Country Music Guitar.

Mum tunes up her guitar and begins to sing.

Lyrics: When you're not very pretty, you do great things.

You do a great job, or your phone won't ring.
Got no beauty, on your face?
Makes your insides a wonderful place.

Silicon Valley, super smart,
Cos they weren't at parties, breakin' hearts.
The Social Kings, couldn't meet girls,
So they built big apps, now they rule the world.

Ugly, ugly, ugly, ugly, ugly! ...makes you super.

Facial symmetry, 'Blue Steel' Stare,
Will never put a rocket up in the air.
If you wanna get rich off NFTs,
Then ask someone who's ugly.

The song steps up a key.

Same goes in the animal kingdom,
Powerful meals? Well, ugly brings them.
Turkeys look, frightening.
But they're filled with 'a beautiful lean protein.

Ugly, ugly, ugly, ugly, ugly! ...makes you super.
Steggles, Steggles, Steggles, Steggles Turkey!... is superfood.

We return to the Mum and her son, who's strangely satisfied by this.

Boy: ...thanks Steggles Country Music guitar!