



## Britax SICT 30 Sec: 'JOE'

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**SFX:** *We open on the sound of a car driving in traffic. We can hear a frustrated guy in his mid-twenties muttering to himself about missing lights and other cars on the road. He's running late and trying to make up time on the road. These SFX continue throughout the spot.*

**VO:** **This is Joe.**

**Joe has three minutes to submit his final essay or he'll fail university. If Joe fails university, he'll never get a job, lose his girlfriend and his apartment, and have to live on his parent's couch with their cat.**

**The last thing on Joe's mind right now is your baby girl.**

**Which is why the first thing you should think about when buying her a car seat... is Joe. Only ask for Britax Safe n Sound with SICT air cushions. Australia's safest side impact protection.**



## Britax Range 30 Sec: 'BARBARA'

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**SFX:** *We hear a doddering older lady driving along a busy street. She's talking to herself under her breath: 'That wasn't my fault.' She's obviously struggling to see properly and other cars on the road are beeping her. These SFX continue throughout the spot.*

**VO:** **This is Barbara.**

**Barbara recently turned 87. It's raining and she's run out of milk. So she's making a quick dash to the local store – which used to be on that corner, or was it that corner. Actually, was it milk she needs or bread?**

**The last thing on Barbara's mind right now is your baby boy.**

**Which is why the first thing you should think about when buying him a car seat... is Barbara. And ask for Britax Safe n Sound with SICT air cushions - Australia's safest side impact protection.**



## Britax Range 30 Sec: 'KIRSTY'

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**SFX:** *We hear a young woman driving in busy traffic. We can also hear the sounds of a mobile's text message alert tone, and our character's reaction to what she's reading. These SFX continue throughout the spot.*

**VO:** **This is Kirsty.**

**Kirsty just received a text message from her new best friend Sally, informing her that her ex-boyfriend's new girlfriend is actually Kirsty's old best friend Beccy.**

*We hear Kirsty's reaction and then her furiously punching her fingers into her phone to write a text message response.*

**The last thing on Kirsty's mind right now is your baby boy.**

**Which is why the first thing you should think about when buying him a car seat... is Kirsty. Only ask for Britax Safe n Sound with SICT air cushions - Australia's safest side impact protection.**