

EMOTIVE

Client: SPORTSBET

Product: FOOLPROOF BRAND

Title: MAIL ORDER OYSTERS

Length: 30"

SFX: Sounds of the beachside - seagulls, waves lapping against the shore.

FVO: Love the taste of oysters but not the inconvenience? Sign up today for Mail Order Oysters. You can have delicious oysters delivered to you, through the post! Come home to the aroma of oysters sitting on your step. Mmmhmm! Go to mailorderoysters.com for more.

SFX: Commercial ends.

LEE: Ha, think that's a good idea? You've got Sydney Rocks in your head. But even someone who gets their mollusks through the mail could use the new iPhone app from Sportsbet. It's foolproof!

Download it today, and gamble responsibly.