

# M&CSAATCHI

COPY

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

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JOB NUMBER	DATE	VERSION
STEG5029	1 NOV 2022	1

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## HISTORY

A daughter winces as she explains a home haircut gone wrong.

**Girl:** I tried to cut my bangs....

**Dad:** Ooft. Pass me the 'Steggles Country Music Guitar'.

Dad tunes up his guitar and begins to sing.

**Song:** If you're too handsome, growing up.  
You probably won't amount to much.  
Al the heroes in our history books,  
Are rarely there for their good looks.

Abe Lincoln, best there was.  
He was driven by a big old schnozz.  
Grace O'Malley, no beauty queen.  
Toughest pirate, ever seen.

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

Mary Shelley wrote Frankenstein,  
Cos she wasn't slowed down by Valentines.  
If Gandhi had — gorgeous features,  
He'd 'a just posed on tropical beaches.

The song steps up a key.

Turkey birds, look grotesque.  
Look like they've got melted heads.  
Turkey gobbled, the ugly stick.  
Now it's the ultimate protein hit.

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

We return to the Dad and daughter, who's strangely satisfied by this.

**Girl:** ...thanks Steggles Country Music guitar!