



**CLIENT:** MLA  

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**PRODUCT:** Lamb – Australia Day 2011  

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**MEDIA:** Radio 90  

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**JOB NUMBER:** LMB1369  

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**DATE:** 27 February 2012  

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**LAMBASSADOR 2012**

*SFX: Waltzing Matilda.*

**Sam: My fellow Australians,**

**It's been year of calambity: natural disasters, revolutions, economic turmoil and to top it off, unAustralianism has gone viral.**

**It's been spreading faster than pics of Pippa Middleton's rump on facebook.**

**And things have really hit rock bottom in popular culture.**

**For example, the gossip mags have gone googly-eyed over Shane Warne, who went from bowling overs to makeovers, to get his leg over, bleaching his pearlies for Hurley. The old Warnie would never have chosen a starlet over a cutlet! (Or tweeting over eating.)**

**And is it any wonder Charlie Sheen's lost his sparkle, when he's always off his chops?**

**Our lack of lamb has led to a litany of lambentable behavior:**

**We go gaga over a lady that wears a dress made out of Lamb, instead of eating it.**

**We gawk at Kim Kardashian's exposed nuptials.**

**We salivate over the TV trial of Michael Jackson's doctor. If only Jacko had popped chops instead of pills, he might still be with us – and a lot less pale and anaemic.**



**And don't get me started on reality television. What kind of society are we living in when you can win one of those dancing talent shows without doing the *Lamb-ada*?**

**Popular Culture's so unAustralian, I've decided to create Chopular Culture instead.**

*SFX: Tune changes from Waltzing Matilda to Barbie Girl melody.*

**So I'm changing my tune, and releasing my own Chop Song.**

**If the Dalai Lama can spruik kormas instead of karma on *Masterchef*, why can't I reincarnate myself as a chop star?**

**So don't be unAustralian. Hit the Nova website and get "Barbie Girl" to the top of their Australia Day Countdown.**

**And make Lamb YOUR number one on Australia Day.**

**You know it makes sense. I'm Sam Kekovich.**