

GREY RADIO

Client	Sustainability Victoria	Date	13 March 2007
Product/Service	Butt litter	Revised	FINAL
Title	Lost and found - male	Job No	LIT0029
Length	30 seconds	Key No	

An unsuspecting smoker receives a call from a lost and found department employee.

MV: Hello.

Jill: Hi it's Jill from lost and found.

MV: (confused) Hi.

Jill: We found it!

MV: Sorry, who.. what are?

Jill: The cigarette butt. The butt you dropped on Acland Street in 1998.

Look we just fished it out of the bay and thought you might like it back.

MV: While would I want it back?

MV: Yeah they're made of this plastic acetate stuff; they last for ages, like up to 12 years

MV: Are you serious?

Jill: Most of its poisons have leached out but it's still intact. When can you pick it up?

MV: Ok, thank you, bye.

MV2: Don't be as tosser. Bin your butts.

FV2: Authorised by the Victorian Government Melbourne