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## CREATIVE

<b>CLIENT:</b>	<b>Main Roads</b>	<b>KEY NO:</b>	<b>KGIAP0886</b>
<b>TITLE:</b>	<b>Driving tired</b>	<b>LENGTH:</b>	<b>30</b>
<b>START:</b>	<b>14/12/2009</b>	<b>AE:</b>	<b>Amanda</b>
<b>FINISH:</b>	<b>25/12/2009</b>	<b>WRITER:</b>	<b>josh</b>

<b>SCENARIO:</b>	Sounds like an ad for dangers of snoring but you realise he's fallen asleep at the wheel!
<b>DIRECTION / CASTING:</b>	MVO: serious – MVO3. Mediasound. Little girl: Simon's daughter: Jeza to produce – use your magic to create the story.
<b>PRONUNCIATION:</b>	

**SFX OF MAN SNORING  
WITH VARIATION IN THE SNORING.**

**MVO:** Snoring can lead to serious health problems.

In fact, people have died because their snoring went unchecked....

**LITTLE GIRLWHISPER PLEADING:** Wake up daddy. Wake up...  
**SFX OF CAR HONKING IT'S HORN AS IT GOES BY...**

**FADE DOWN SFX OF SNORING.**

Don't drive tired.  
Take regular breaks, share the driving and stay awake.

This message brought to you by Main Roads WA

Valued client - please check all details are correct, sign and return via fax.  
Any changes to wording, music or sound effects post production, will incur an additional production fee of \$50.  
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Signature: \_\_\_\_\_ Date: \_\_\_\_\_