

Client: TAC
Product: Better Apart
Title: Surgeon

In the ad we hear a surgeon performing open heart surgery.

SFX: Heart monitor, breathing machine.

Male: Ok, can I get some suction here?

And clamp.

Scalpel.

Pinot Noir.

SFX: Cork pop, wine pouring.

Cheers.

SFX: Drinking sounds.

Mm lovely.

Right, I'm now going to make the incision in the Coronary Artery...

VO: If drinking isn't ok here, why is it ok before we drive?

VO: Drinking. Driving. They're better apart.