

### **Title 1: Breakfast TV**

VO: Jean Kittson.

The bad news is your morning train is going to be delayed.

The good news is you know this because you downloaded Metro's new Notify app, so you now score twelve extra minutes of breakfast TV. The fake camaraderie of the hosts, the pretend sipping from the empty coffee cups causes you to question the authenticity of everything in your life. 12 minutes later you're a much better person with an idea for a book.

Metro Notify.

Good bad news when you need it most.

### **Title 2: Boss Man**

VO: Jean Kittson.

The bad news is your train home is going to be delayed.

The good news is you know this because you downloaded Metro's new Notify app, so while everyone efiles out of the office, you hang back. Boss-man thinks you're working late, such dedication. Boss man's an idiot. You're watching cat videos and buying cheap shoes online. Oh look, that cat's cooking spaghetti.

Metro Notify.

Good bad news when you need it most.

### **Title 3: Baby Giraffe**

VO: Jean Kittson.

The bad news is your train's going to be delayed.

The good news is you know this because you downloaded Metro's new Notify app, so you now have time to walk to the station in a calm, dignified manner, rather than your usual panicked baby giraffe sprint and the new-you catches more than a few admiring glances. I'd say a girlfriend upgrade is definitely on the cards.

Metro Notify.

Good bad news when you need it most.

### **Credits:**

Agency: McCann Melbourne

Writers: John Mescall & Pat Baron

Production: Eardrum

Director: Ralph Van Dijk

Client: Metro Trains

Marketing Manager: Chloe Alsop

**Description:**

This campaign highlights to listeners the benefits of looking at the bright side of bad news. Metro Notify. The good bad news app that let's you know when your train is running late.