



PUBLICIS·MOJO

Date : 7/20/05
Client : Cadbury
Product : Chocettes
Description : 45 Second Radio
Title : Mother Nature

ANNCR: (Stern, very serious) **Mother Nature, with the help of her PA Nancy, had spent hours toiling over the creation of some of the world's great beasts.**

Mother Nature: (Very flippant) Ok, the mighty Lion? Done. The Great White... Now, that's big and scary.

ANNCR: Only one animal remained.

Mother Nature: The Platypus? Huh, should I give him large teeth? What prey would a platypus hunt?

ANNCR: Mother Nature realized she needed a moment to relax.

Mother Nature: This Platypi can wait. Nancy, where are those yummy Cadbury Caramello Chocettes?

SFX: Rustling of a packet of Chocettes. Followed by crunching sounds and Mother Nature enjoying a mouthful of Chocettes.

Mother Nature: Ok, the Platypus. Ah what the heck... Get me a beaver, a duck and some sticky tape.

SFX: Duck Quacking and the sound of sticky tape being pulled.

ANNCR: Thus the Platypus was born and the wombat had something to laugh at. Funny things happen around Chocettes, bite sized chocolates. This has been one of them.

ANNCR 2: Cadbury Chocettes. Little moments of Cadburyness.