

CLEMENGER **BBDO**

Tow

Radio

Brand: MYER

Campaign: Give Registry

Date: 10/08/2016

Plates :30

VO: You know anything that can be picked up and hurled is a potential weapon. But here I've got these new plates, and I'm going to be able to go through the ritual of eating off the plate, ~~then I'm going to be able to wash it when it suits me.~~ But when I put that plate away on top of its stack, it's going to be precisely where I left it.

FVO: When a woman leaves abuse, all she often leaves with is her life. Purchase an essential item for a survivor today from the Give Registry at any Myer store.

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Towel :60

VO: It was really cool, I don't know where the stuff was donated from but to be able to hop out of the shower and have these fluffy, fancy towels..

In that moment, you don't feel very fancy.

Or you don't...

You don't feel very deserving.

And to be able to be supplied with towels.

You're so grateful because you haven't done anything to deserve it,

You haven't saved anyone's life, you've just rocked up from a shitty situation and you're asking everyone else to give you what you need.

~~Which isn't an easy thing to do.~~

To be given something ~~that's so luxurious.~~

~~The situation was so crappy that to be able to be given something~~ that someone normally in a much better life would have, it made you feel special.

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Cup :30

VO: People don't realise, when you've got nothing, the smallest thing, ~~it can even just be the gesture of the smallest thing,~~ can give you such hope. There is someone out there who cares, whether it's something as simple as a ~~towel~~ or cup or a coat to keep you warm. You want to keep pushing forward, because there's someone who cares enough to make your life a little easier, then it makes you want to care more about your life.

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