

CLEMENGER BBDO

Client: Origin
Product: Retail
Title: Cacophony – Bills (Easipay)
Job No: ORR0188
Duration: 30sec
Date Typed:
Date Revised: 26.6.14

Throughout this spot, we hear short grabs of the typical sound effects associated with receiving bills both electronically and in the mail.

SFX:

Envelope opened, paper unfolded.
Computer keys.
Computer 'in box' beep.
Envelope opened, paper unfolded.
"You have mail."
Computer keys.
Apple email sent whoosh.
Bank queue – "Teller 7".
Envelope opened, paper unfolded.
Calculator.
Computer 'in box' beep 2.
Computer keys.
'Postie Bike' – metal letter box lid.
"You have mail" 2.
Computer keys.
Tearing of sheets of paper.
Computer 'in box' beep 3.
Computer printer.
Envelope opened, paper unfolded.
Paper shredder.

MVO:

Unfortunately bills are a reality. But At Origin, we give you the option of paying weekly, fortnightly or monthly with EasiPay. Call us on 13 24 61 or visit originenergy.com.au to find out more.

Because at Origin, we're changing.

Client: Origin
Product: Retail
Title: Cacophony – Changes (Exit Fees)
Job No: ORR0188
Duration: 30sec
Date Typed:
Date Revised: 26.6.14

Throughout this spot, we hear short grabs of the typical sound effects associated with a family growing up and their circumstances changing over time.

SFX:

Loud party and music.
First few bars of bride walking down aisle music.

FVO:

It's time.

SFX:

Baby crying.
It's time.
Bath running.
Two babies crying.
Hammers,
Power saws.
Concrete drill.
Young kids running through house.
More sophisticated party and music.
Older kids running through house.
Shower.
Oops.
Another baby crying.
Kids and baby at breakfast.
Shower.
Dog barking.
Doors slamming.
Door bell.

FVO:

So where's my room.

SFX:

PS3 gaming.

Older kids yelling to get out of shower.

Dinner party and music.

MVO:

Life's not always predictable, At Origin you'll no longer pay exit fees if your home energy needs change. Call us on 13 24 61 or visit originenergy.com.au

Because at Origin, we're changing.

Client: Origin
Product: Retail
Title: Cacophony – Life (Extended call centre hours)
Job No: ORR0188
Duration: 30sec
Date Typed: 18.6.14
Date Revised: 26.6.14

Throughout this spot, we hear short grabs of the typical sound effects associated with a busy day.

SFX:

Kids yawning and struggling to get out of bed.
Breakfast and the clinging of spoons in bowls and a kettle boiling.
A dog barking.
Driving with kids in the back.
Car doors and a school bell.
Driving with talk back radio, car horns and the sounds of trams.
Walking.
Reception sounds, phones ringing.
Computer keyboard.
Voices in a meeting.
Telephone call.
Computer keyboard.
Driving with talk back radio, car horns and the sounds of trams.
Ballet practice music.
Basketball practice.
Cutlery on plates.

MVO:

We know you're busy. So you'll be pleased to know Origin's call centres are now open from 7am until 9pm weekdays, so we're here when it suits you. Call us on 13 24 61 or visit originenergy.com.au

At Origin, we're changing.