



**Date** 07.06.2017  
**Client** MLA BEEF  
**Title** Brand Long Form  
**Length** 60"

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**SYNOPSIS:** In this spot, radio listeners are reminded of the greatness of beef, in song.

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**SFX:** Store bell

**Butcher Brian:** *Hi Peter, what can I do for you?*

**Peter:** *Just a rump steak, please.*

**Butcher Brian:** *Just a rump steak?*

Butcher Brian breaks into song.

***You wouldn't call The Great Wall just a wall,  
Or Everest just a foothill in Nepal,  
And your mum doesn't make just a bolognese,  
She makes the best damn thing you've had to eat in days.***

***Australia ll not just a keel, Rare roast beef not just a meal,  
Pharlap not just a quickish horse, red wine jus not jus-t a sauce.***

***So when you use a word like just, you might get just what you deserve,  
So next time that you're at the shops, remember these important words...***

***Beef for what it's worth,  
Is the greatest meat on Earth.  
Beef's the greatest meat on Earth.***

**VO:** Beef. The Greatest.

The Monkeys

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