

CLIENT: MSH

JOB NO: CCW633

DATE: 1 July 2013

DETAILS: Breathtaking

The following is read as one long sentence with no punctuation and no breaths.

VO: 30 seconds is all it takes to get a bit of a feeling for what it's like to have emphysema/all you have to do is keep talking continuously for that time without taking a single breath in/it's amazing how quickly you'll start to feel uncomfortable and even a slight panic/if you're a smoker it might be a taste of your future and if you need help quitting call the quitline on 13 QUIT 13 7848/this message is brought to you by Make Smoking History