

➤radio copy

Description 'A lot of Help' Campaign x 3
Length 45 seconds
Job No.
Date 29.01.10



Perth: Level 3,
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Cue	Audio
	Amanda Brown (45 seconds)
RAC assessor	This is the story of Amanda Brown. Amanda has very small feet. This is her very small feet inside some very high heels.
FX	High heels on driveway.
RAC assessor	This is her very high heel on the accelerator pedal of her shiny new sportscar.
FX	Car door opening, car starting and driving off.
RAC assessor	This is her shiny new sportscar failing to stop, as her very high heel slips off the brake and onto the accelerator.
FX	Car crashing through fence.
RAC assessor	And this is Amanda emerging relatively unscathed – though deeply embarrassed – from her neighbour's chook pen.
FX	Chickens clucking, car door opening.
Amanda	Ooops.
RAC assessor	Sometimes a little misfortune needs a lot of help, and when you need help, rely on us at RAC insurance. Call 13 17 03 for a quote. Look at our PDS to see if the policy is right for you.

	Matthew Reynolds (45 seconds)
RAC assessor	<p>This is the story of Mathew Reynolds. Matthew has a new retro-style scooter.</p> <p>This is his new retro-style scooter being wheeled into his front courtyard to show off to his housemate.</p>
FX	Footsteps, scooter wheels.
RAC assessor	This is his housemate admiring the fabulous Italian retro-stylings and starting the engine.
FX	Engine starting, mutterings of praise etc.
RAC assessor	This is the engine revving as the scooter suddenly lurches forward, out of his housemate's hands.
FX	Engine revving, two people backing out of the way.
RAC assessor	And this is Matthew's new scooter instantaneously remodelling his alfresco area...
FX	Crash, bang etc.
RAC assessor	... and his bi-fold doors.
FX	Crash bang.
RAC assessor	<p>Sometimes a little misfortune needs a lot of help, and when you need help, rely on us at RAC insurance.</p> <p>Call 13 17 03 for a quote.</p> <p>Look at our PDS to see if the policy is right for you</p>

	Darryl Bennet (45 seconds)
RAC assessor	<p>This is the story of Darryl Bennet. Darryl has a turbo-powered leaf blower.</p> <p>This is his turbo-powered leaf blower doing away with the garden's dead leaves and sending into flight, a huge huntsman spider.</p>
FX	Leaf blower
RAC assessor	This is the huge huntsman spider, landing square on the face of Mrs Bennet.
Darryl	<i>(To himself)</i> Uh oh.
RAC assessor	This is Mrs Bennet acknowledging the arrival of the huntsman, while reversing her recently polished four-wheel-drive.
Darryl's wife	<i>(Screaming)</i> Aaaaaaaaarrrrrrrgggggh!!
FX	Car accelerating.
RAC assessor	And this her recently polished four-wheel-drive treating Darryl's new custom-built road bike, like a speedbump.
FX	Crash, bang etc
Darryl	<i>(Screaming – in same fashion as his wife)</i> Aaaarrggh!
RAC assessor	<p>Sometimes a little misfortune needs a lot of help, and when you need help, rely on us at RAC insurance.</p> <p>Call 13 17 03 for a quote.</p>

Look at our PDS to see if the policy is right for you.