



PUBLICIS·MOJO

Date : 7/20/05  
Client : Cadbury  
Product : Chocettes  
Description : 45 Second Radio  
Title : Mother Nature

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**ANNCR:** (Stern, very serious) **Mother Nature, with the help of her PA Nancy, had spent hours toiling over the creation of some of the world's great beasts.**

**Mother Nature:** (Very flippant) Ok, the mighty Lion? Done. The Great White... Now, that's big and scary.

**ANNCR: Only one animal remained.**

**Mother Nature:** The Platypus? Huh, should I give him large teeth? What prey would a platypus hunt?

**ANNCR: Mother Nature realized she needed a moment to relax.**

**Mother Nature:** This Platypi can wait. Nancy, where are those yummy Cadbury Caramello Chocettes?

**SFX:** Rustling of a packet of Chocettes. Followed by crunching sounds and Mother Nature enjoying a mouthful of Chocettes.

**Mother Nature:** Ok, the Platypus. Ah what the heck... Get me a beaver, a duck and some sticky tape.

**SFX:** Duck Quacking and the sound of sticky tape being pulled.

**ANNCR: Thus the Platypus was born and the wombat had something to laugh at. Funny things happen around Chocettes, bite sized chocolates. This has been one of them.**

**ANNCR 2: Cadbury Chocettes. Little moments of Cadburyness.**