

Smart radio.

Client: Bic

Brand: Bic Australia

Date: 8/1/07

Job No:

Length: 30 seconds

Version: 1

Title **early finisher**

VOICE Twenty year-old guy. Smug, no friends. The sort of person who incites violence in others. And quite rightly, too.

GUY I'm an Early Finisher.

With about 20 minutes to go in the exam, I finish.

And I make sure you know I've finished.

I close the exam paper, push my seat back so it scrapes on the floor, and put my hands behind my head.

The body language is obvious:

I nailed this exam. And you didn't.

You're like, the opposite of nailing something.

You're screwed.

MAN Exams are bad enough. Don't let the wrong pen make them worse.

Bic pens. Failsafe.

Smart radio.

Client: Bic

Brand: Bic Australia

Date: 8/1/07

Job No:

Length: 30 seconds

Version: 1

Title **The hot chick**

VOICE Twenty year-old woman. Hot and willfully stupid. Like Paris, but from East Oakleigh (near Chadstone, where she hangs out).

WOMAN I'm the hot chick.

During exams, I sit across from you and I've got this thing where when I'm thinking, I kinda twirl my hair around my finger and purse my lips like I really wanna kiss you.

Which I don't wanna do, but because I'm like so hot, your imagination kicks into overdrive and you stop thinking about the exam paper and start thinking that maybe after the exam's over, you might ask me out or something.

And, like, I'd say yes.

Which I won't.

MAN Exams are bad enough. Don't let the wrong pen make them worse.

Bic pens. Failsafe.

Smart radio.

Client: Bic

Brand: Bic Australia

Date: 8/1/07

Job No:

Length: 30 seconds

Version: 1

Title **Stress Transferer**

VOICE Twenty year-old guy. Constantly on edge. Best avoided.

GUY Hi. I'm a Stress Transferer.

You know how sometimes you turn up to your exams and you're actually feeling pretty good about the whole thing.

Then you meet someone like me who's all:

Hey, you know only 11 people passed this exam last year?

I'm gonna fail, I know I'm gonna fail, do you think you're gonna fail?

And, of course, there's the timeless: you mean you didn't read that text?
Oh man, that's gonna be on the exam for sure.

I mean like, why suffer alone?

MAN Exams are bad enough. Don't let the wrong pen make them worse.

Bic pens. Failsafe.

Smart radio.

Client: Bic

Brand: Bic Australia

Date: 8/1/07

Job No:

Length: 30 seconds

Version: 1

Title **Inadequate**

VOICE Twenty year-old guy. A complete dickhead.

GUY I'm the person who makes you feel inadequate.

Here's what I do.

As soon as the examiner says 'you may begin' I open the exam paper, wait a few seconds and then go

Yeeeeesssss!

Like I know the answer to every question and this exam is going to be sooooo easy.

Sometimes I vary it with a 'pfffft' like I can't believe they put such an easy question in a final exam paper.

I'm working on a new one this year. I like high-five myself and go 'snaaaappp...!'

MAN Exams are bad enough. Don't let the wrong pen make them worse.

Bic pens. Failsafe.