

CLEMENGER BBDO

Television Scenario

Client: Department of Families, Housing, Community Services
and Indigenous Affairs
Product: Household Assistance Package
Title: Fridge
Job No: CLM2956
Duration: 30 secs
Date Typed: 13.04.12
Date Revised: 19.04.12

SINGLE SCENARIO

We see an older style white refrigerator in a new, but basic outer suburban unit. Off-screen we can hear top 40 style music playing in the next room, and a lawnmower being used in the yard next door.

The fridge is covered in a sea of bills clipped to various magnets. An overdue mobile bill, a electricity bill and a bill for the vet with a FINAL NOTICE message. As the camera pushes in to the fridge, the bills start fading.

First, the overdue mobile bill fades away, revealing a photo of a young guy in his twenties standing in front of his first second-hand car with P plates.

Next, the water bill fades, revealing a picture of the same young guy with his girlfriend and their dog, and another with a group of mates from work - all in their hi-viz gear.

Over this action we hear a female voiceover:

Soon, millions of Australians receiving government payments will get some help with their everyday expenses..

An initial payment will automatically appear in your bank account from May 2012.

It's from the Australian Government, and it's the first part of the Household Assistance Package.

We hear someone come in the flywire backdoor and see their shadow as they pass the fridge.

It's an adjustment to last 'til next year, when from March, this extra assistance becomes part of your regular Government payment.

For more information

~~To see if you're eligible visit australia.gov.au/householdassistance
or call 13 13 13~~

SUPER:

Coat of Arms
Australian Government

Benefitting those who need it most.

Search: Household Assistance Package

13 13 13

FVO:

The Household Assistance Package. Benefitting those who need it most.

Cut to black graphic:

Authorised by the Australian Government, Canberra.
Spoken by B. Murphy.

MVO:

Authorised by the Australian Government, Canberra.