

PICK

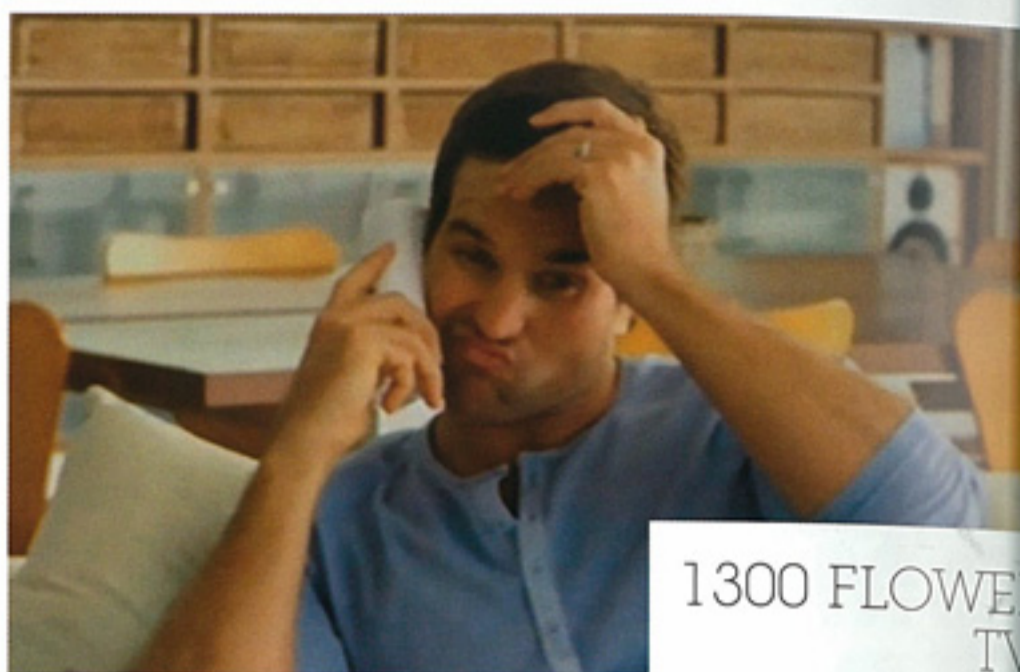


ASCA TVC

Whybin\TBWA has successfully turned a familiar scene – a father’s speech at his daughter’s wedding – into something hard-hitting for the non-government Adults Surviving Child Abuse campaign. To highlight the long-term effects of child abuse, we see the father dropping sexually suggestive jokes about his daughter to the wedding crowd who laugh along. Lines such as “I look at Melissa today

and I still remember the first words I said to her after sex – don’t tell Mum!” have the crowd in hysterics, while the impact on the TV audience is exactly the opposite. It’s a great piece of film, with the delivery believable, and a juxtaposition of content that makes the ad stay with you. The ad ends with the chilling tag line: “If only it was this easy to get over child abuse. For more than 2 million Australians it isn’t.”

PAN



1300 FLOWERS TVC

While this ad may get a few Aussie men who are confused about which flowers to buy for Valentine’s Day on the phone to 1300 Flowers, it’s still a terrible ad. We see Pat Rafter (who, with his Bonds ads is in danger of becoming overexposed) on the phone to 1300 Flowers. Rafter is confused about which sort of flowers to buy. “How about a bunch of long-stem roses?” the unconvincingly happy and

helpful call centre lady suggests. “Roses mean love,” she adds helpfully. Honestly, if Pat Rafter doesn’t know that roses are considered a romantic gift, it might be time he puts down the racket and goes back to school. This is annoying, badly acted and poorly scripted. But still, maybe it’ll get clueless guys on the phone, which unfortunately means we have to keep watching this kind of dross.

WHERE THE BLOODY HELL WERE YOU?



01 MARTIN SALKILD, GAWEN RUDDER WITH ADSCHOOL GRADUATES



02 MARION HORSINGTON, JADE WARNE, TARAS MAJBA



03 KRIS FRANKEN, JACKIE MAXTED



04 LEX EVANS, ANTONI LEE, AMELIA ROBERTSON, BEAU SIMMONS AND RACHEL PLAKIDIS



05 YVES CALMETTE, DARRELL TIEMENS, TRUDI NEW AND WILL NICHOLS



06 TOM MOULT, NEIL TRAVERS AND PAUL BENNETT

01: Graduates the AFA’s summer Adschool
02/03: Formula Ten-0-Six relaunch lunch
04/05/06: Euro RSCG Christmas party and office relaunch

HELP US HELP VICTORIA’S BUSH FIRE VICTIMS.

We will donate proceeds of ads sent between 20th February and 20th March, 2009 (one ad per Premium Member). Type ‘HELP’ after login. Non members can contribute by registering as a Premium Member and sending an ad.

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