

**Gruen – The Pitch**

<b>CONCEPT:</b>	Hallos
<b>DURATION:</b>	40"

**Conceptual Framework:** Halloween is seen as an American celebration devoid of anything of meaning for us as a nation – or is that really the case? When you look closer... it's more Australian than you think.

**Setting:** Aussie home interior & exterior  
**Narrator:** Australian everyman dressed in regular clothes

<b>VO</b>	<b>Vision</b>
"You know, Halloween's a lot like being Australian"	Narrator walks up path holding a plate of food  Magpie suddenly swoops
"There's a lot that scares us..."	He flinches and picks up pace a little while waving hands overhead  Keeps walking towards house door
"But there's just as much that brings us together"	Walking towards house's front door as kids are trick or treating; He squeezes past and into the decorated house. An adult as at the front door handing out lollies  Looks off to right for "Hey mate," and puts down the plate on a front table.
We're the nation of larrikins, a country of tricksters and treaters...	Looks back to camera, walking into loungeroom  He grabs beer can off table. Shakes it and passes it off to someone out of frame.
"...heroes and outlaws"	Room is abuzz; kids playing dressed as Darth Vader, and Ned Kelly, a gold medallist zombie, and a cricketer
"And there's a little of both in all of us"	We hear the can open, spray, and a shout
"We're just a bunch of different folk who love getting together...  and celebrating the spirits"	Now walking out back door into backyard filled with kids and adults both in costume, and dressed normally  Someone pours, and hands him a glass
"This year, and every year, let's get behind a day we can all get in on"  It's Hallos	Narrator toasts to camera  <b>TEXT:</b> Hallos.
"And it's a bloody ripper!"	<b>TEXT:</b> A bloody ripper.

