



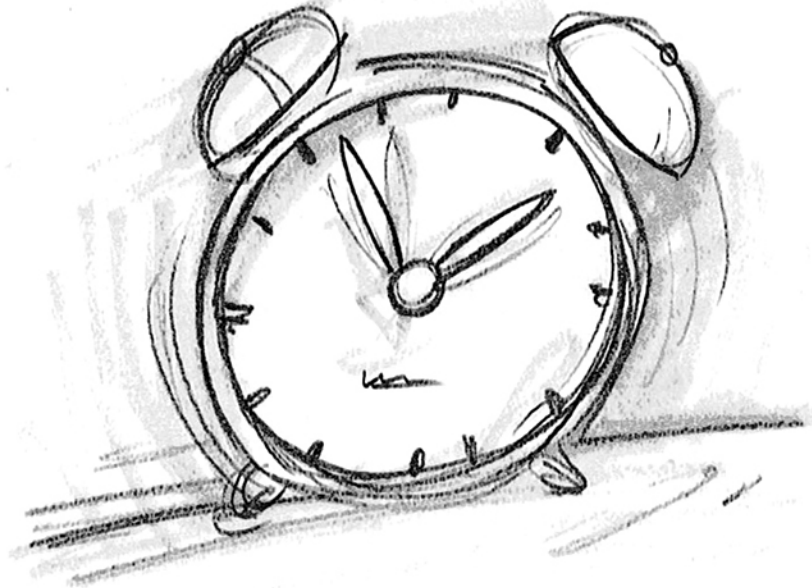
Opening Animation # 01	Video title # 02
 <p>Slogan/Message Here</p>	 <p>Bedtime Story</p>
<p>Notes Flash animation to open sequence and help with product recognition.</p> <p>Butterfly will flutter across the screen while the slogan/message fades in under the logo</p>	<p>Notes Either a new screen or fade in and out text.</p>

Close-up of Wendell's Face

#03

Clock Shot

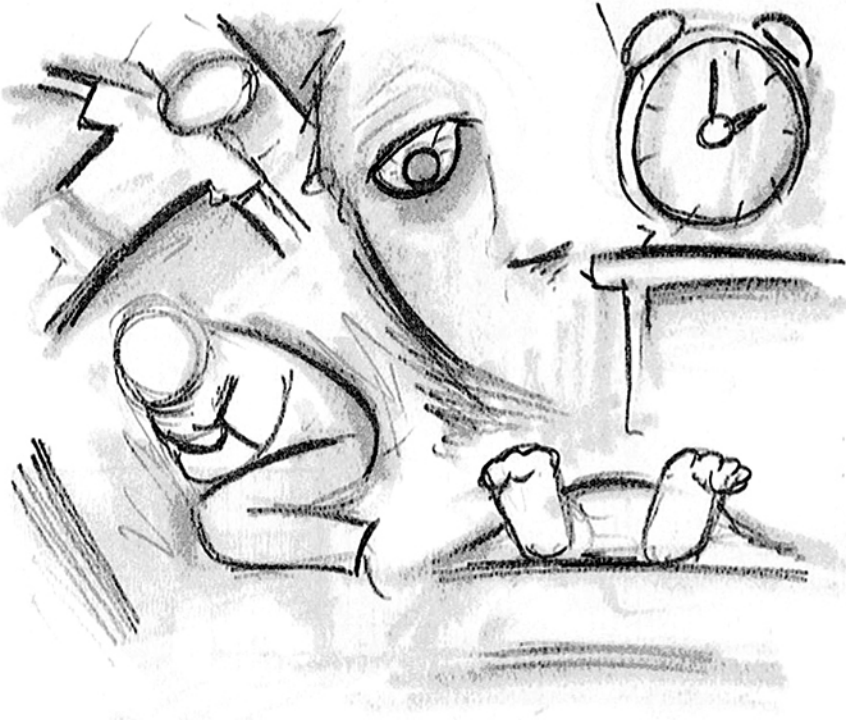
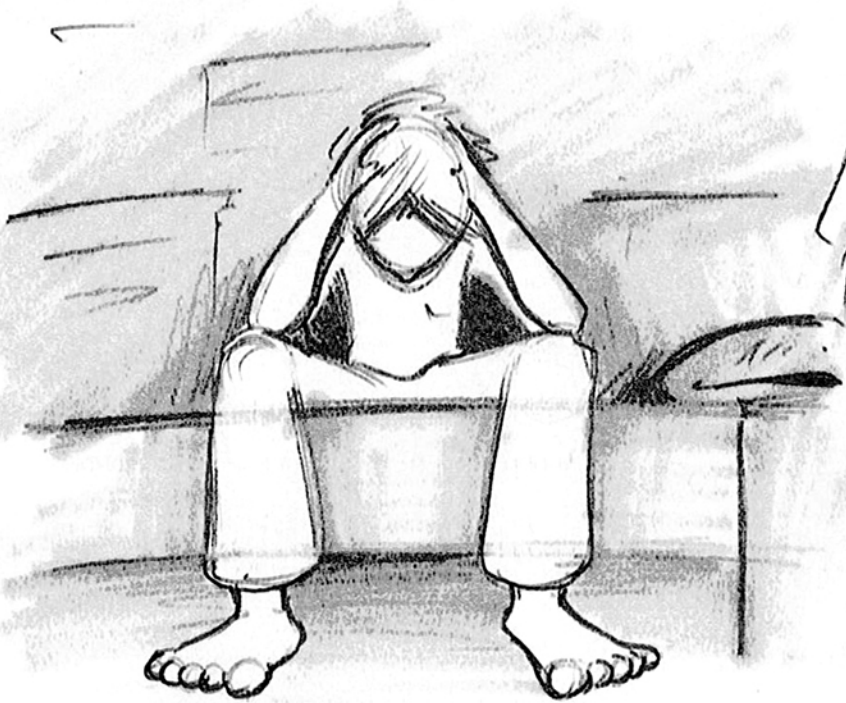
#04



Notes This would be our opening shot, setting an ambiguous location to better communicate that something is wrong without being specific.

Stable - steady shot no motion

Notes Cut to a shot of the bed-side clock - bleary-eyed if desired (rough - in and out of focus)

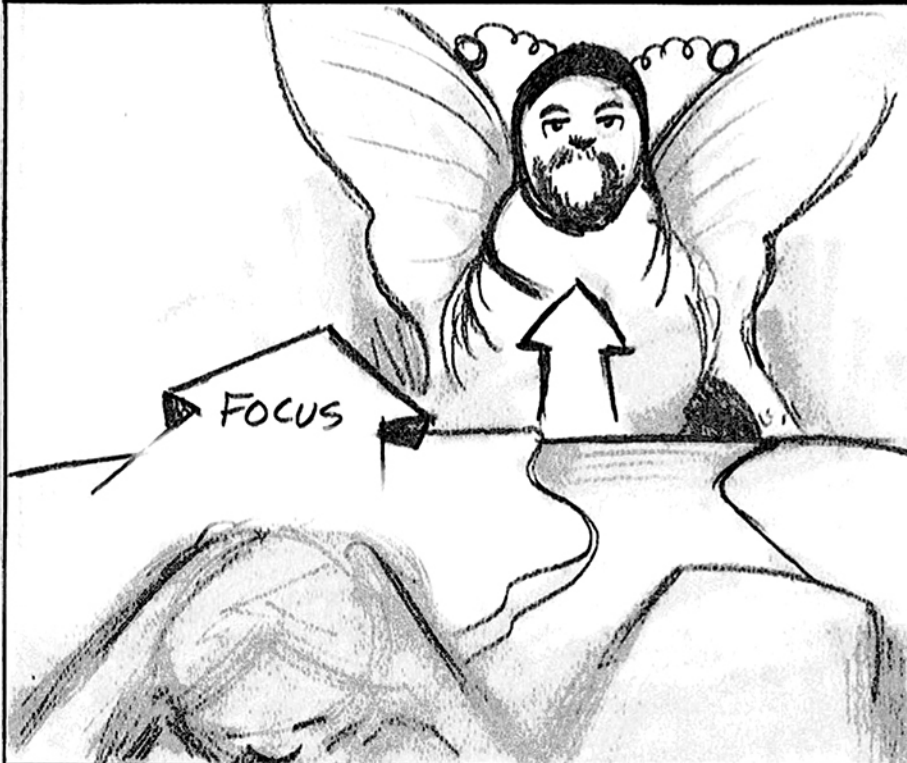
Restless Shots #05	Freeze Shot #06
	
<p>Notes Proceed with a series of intense shots including blood-shot eye extreme close-ups, wide establishing shots, all showing how uncomfortable and restless Wendell is.</p> <p>Start w/ clock shot? continue with clock faded over clips?</p>	<p>Notes Wendell's restlessness culminates to a point when he gives up and strikes a despairing pose that is held as if time stopped.</p>

Introduction to our insect man

07

Revolutionary Destresssta!

08



Notes The focus shifts to the other side of the bed over Wendell to the appearance of our version of the Lunesta butterfly - preferably a large man in a butterfly suit.

Notes The next series of shots are of our insect man giving a scripted schpeel about how great Destresssta[®] is and why you should take it.

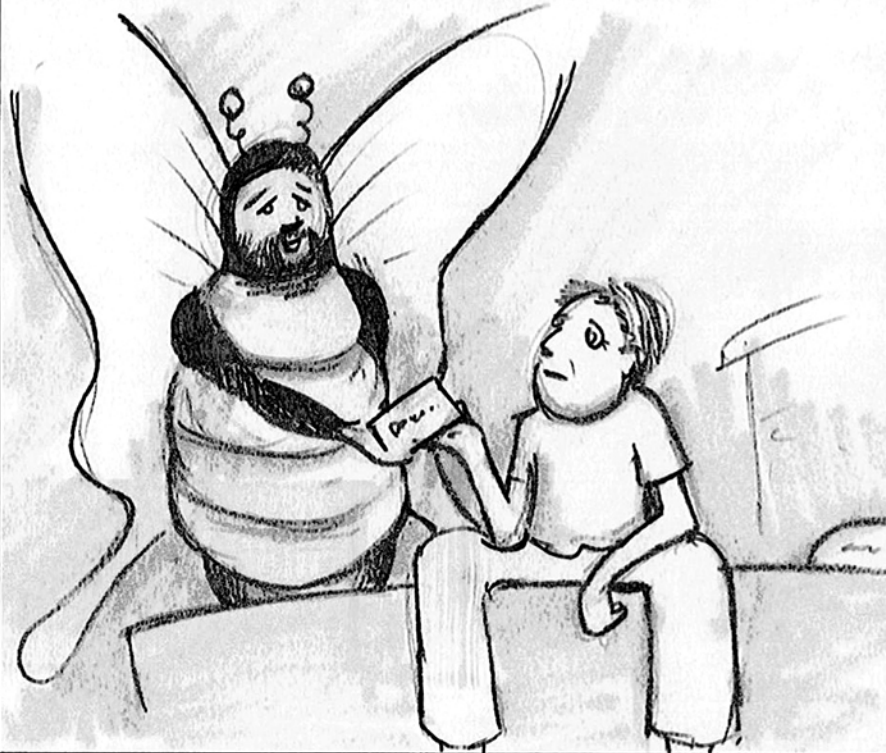
Man can be fluttering his arms if desired.

The gift of relaxation?!?

#09


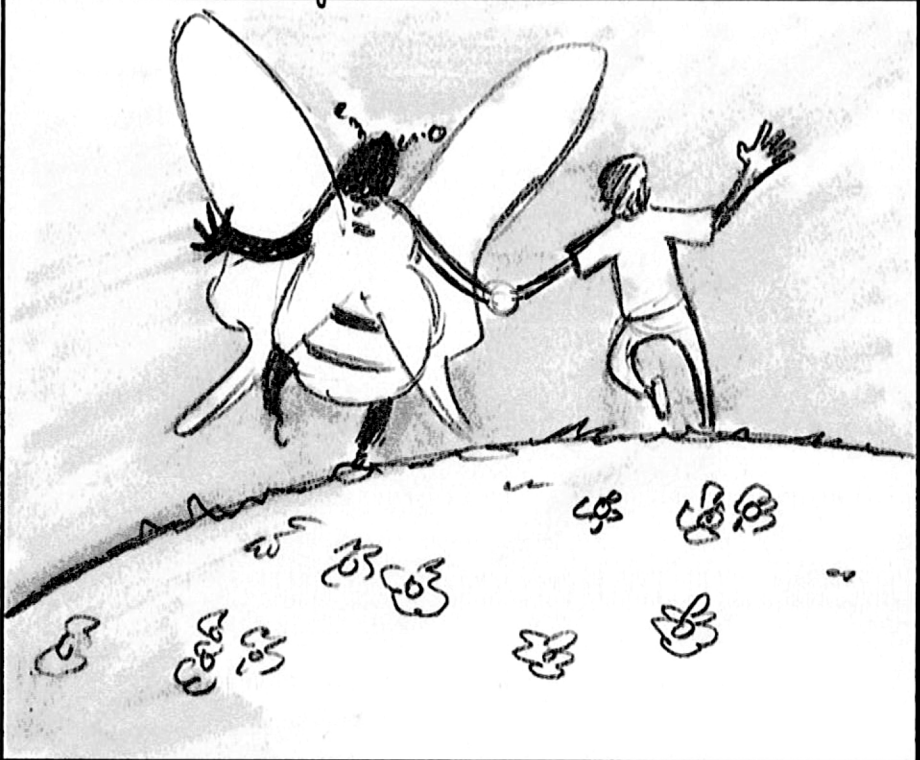
Sweet sweet relaxation!

#10



Notes Pan out from the mid-shot of our insect man to include Wendell who "thaws" at the opportune time during the insect man's speech. Wendell takes the package of pills gratefully but without speaking.

Notes Slow fade to Wendell (sans insect man) falling to sleep peacefully mirroring the original shot.

<p>Continued relaxation shot... # 11</p>	<p>Dream/Ending shot # 12</p>
	
<p>Notes Pan over from Wendell's face and shift the focus to the package of Destresssta on the night stand.</p> <p>End with the package close up and slow fade to white</p>	<p>Notes Fade from white to show Wendell and our insect man skipping together in a field</p> <p>replay board #01 to bookend entire sequence w/ audio overlay of possible side effects.</p> <p>END</p>

Original Outline / Script

- Opening screen – text ‘A Destressta Bedtime Story’ with the animated butterfly?
- CU of Wendell tossing in bed
 - Voice of Mark Ashton – Did you finish your annual report? Did you get that thing done for Vision Night?
 - Voice of wife – Did you feed the cat/dog? Did you put the toilet seat down?
 - Voice of Wendell – Did I get my application in for Survivor? Did I remember to record Scrubs?
- Shoot from other side of bed – Dave standing up in butterfly? outfit
 - Dave – Are you stressed? Can't sleep? If only you had a good night's sleep. Try Destressta.
- CU of box of Destressta on bedside table going to white dream sequence
- Video of Dave in butterfly outfit and Wendell skipping through some field
 - Anncr: Destressta will put you to sleep but is not long lasting, does not lead you to fulfillment, will not solve your problems, will not put the toilet seat do, finish your annual report or turn in your Survivor app. Side effects may include: leprosy, loss of hair... and stress.

For an example of a Lunesta commercial,
go to :

<http://www.clipland.com/Search?What=lunesta&catalog=#>