



## “Don’t Get Mad” / XXX ED Meds






PHRYCTORIA COMMUNICATIONS

### FILM CONCEPT: “Don’t Get Mad / XXX ED Meds”

- Client: M4H
- Text: Phryctoria Communications
- Length: 30 sec
- Target: Middle aged men / Couples
- Style: Youthful, energetic, playful, mysterious
- V/O: Sly, playful

Row	Time Range	Audio	Visual	Image	Duration
1.1	00:00 - 00:03	Rythmic creaking coming from upstairs apartment	Annoyed couple sitting in bed trying to sleep		00:03
1.2	00:03 - 00:05	Rhythmic creaking continues	Ceiling light shaking to the same rhythm. (We all know what’s going on.)		00:02
1.3	00:05 - 00:07	Man sighs audibly.	Woman rolls away. Man sighs.		00:02
TRANSITION: HARD CUT					

Row	Time Range	Audio	Visual	Image	Duration
2.1	00:07 - 00:11	Rythmic creaking coming from upstairs apartment	<p>Different night, same problem.</p> <p>The man covers his face with a pillow. The woman scrolls on her phone, nodding to the rhythm of the creaking upstairs.</p>		00:04
TRANSITION: HARD CUT					
3.1	00:11 - 00:16	Rythmic creaking coming from upstairs apartment even louder	<p>Different night, again, same problem. Now they’re just exhausted.</p> <p>The man tosses and turns, hits at the ceiling with a broom, plaster falls off the ceiling and hits him in the face. The woman rolls away, frustrated.</p>		00:05
TRANSITION: HARD CUT					

Row	Time Range	Audio	Visual	Image	Duration
4.1	00:16 - 00:19		Man opens the mailbox, excited to find his package from XXX has arrived. He smiles a wide cheshire grin.		00:03
4.2	00:19 - 00:23	<b>Voiceover:</b> “Don’t get mad...”	He bounces into the bedroom and smiles at the woman. She looks surprised.		00:04
4.3	00:23 - 00:26	<b>Voiceover:</b> “...get even.”	The upstairs couple in bed trying to sleep. Their entire apartment is shaking from below		00:03
TRANSITION: HARD CUT					
5.1	00:26 - 00:28	<b>Voiceover:</b> “ED Meds from XXX”	Product shot		00:02
5.2	00:28 - 00:30	<b>Voiceover:</b> “Harder, Faster.”	Text overlay: Harder, Faster.		00:02