



A Graphic Advertisement by Thomas A. McKean – 05/07/10
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PAGE ONE - SIX PANELS

PANEL ONE

Establishing shot. Wide angle. Interior of an upper middle class, well furnished and well kept house. A stairway in the back leads upstairs and the front door is to the right of the panel.

In the middle of the panel is an attractive girl, mid 20's. She's wearing a solid red T-shirt and tight, low riding blue jeans with a thick belt. This is Liz. She is walking toward the front door.

[CAPTION]: Early afternoon at Liz's house.

[SFX]: >Knock< >knock<

LIZ: Coming...!

PANEL TWO

Close on front door. The door is open and on the front porch is a girl slightly older than Liz. She is wearing a forest green sweat suit and she is carrying a purse. This is Polly.

POLLY: Hello, Liz. Are you ready for the concert tonight?

PANEL THREE

On Liz and Polly, just inside the front door. The front door is now closed.

LIZ: Concert? Oh, gosh, Polly. I don't think I can make it tonight. I have rip-roarin' cramps!

PANEL FOUR

Close on Polly's hand as it reaches into her purse.

POLLY: (O.S.)
Here, Liz. Try this.

PANEL FIVE

Close on Liz and Polly's hands as Polly hands Liz a box of Midol Liquid Gels.

LIZ: (O.S.)
Midol Liquid Gels? You know, Polly,
I think I've heard of these!

PANEL SIX

On Polly and Liz. Liz is looking at the Midol thoughtfully.

POLLY: Sure! Midol Liquid Gels provide
fast relief from cramps, backache,
headache, and muscle ache!

LIZ: Thanks, Polly. I'll try it!

PAGE TWO - SIX PANELS

PANEL ONE

Liz's bedroom. Liz is in a nice dress and she is talking on her phone.

[CAPTION]: Later that day, after Liz takes
Midol.

LIZ: Hello? Polly? Do you still want
to go to that concert?

PANEL TWO

In Polly's bathroom. Polly is also well dressed. She is putting on make-up and talking to Liz on her cell phone.

POLLY: I'm getting ready now. I'll pick
you up on the way.

PANEL THREE

Wide angle. Orchestra is playing onstage at a concert. The hall is packed and all people are greyed out except for Liz and Polly, who are listening and enjoying.

[NO DIALOG]:

PANEL FOUR

Liz and Polly are sitting at a booth at a restaurant drinking tea. Liz is holding her glass up like she is proposing a toast.

[CAPTION]: After the show.

LIZ: I had a great time, Polly. Thanks to you.

PANEL FIVE

Close on Polly's hand as she raises her own glass.

POLLY: (O.S.)
And thanks to Midol Liquid Gels!

PANEL SIX

Close on the two glasses as they gently touch in the toast.

[SFX]: >clink!<

END