



Script for "ReStore" Pharmaceutical Commercial

By Craig Ruvere

Should be filmed on a green screen backdrop

FADE IN:

Camera focuses on a medical doctor from the waist up. He wears a white lab coat with the VGS logo in the upper left hand corner. He appears serious.

DOCTOR

Do you see a world of color in shades of grey? (beat)

Is your vision blurry and unfocused at times? (beat)

I'm Dr. Jonathan Brand of VGS Clinical Laboratories, and our research has discovered a connection between the optic nerves in the brain and your VMH levels.

Often our Visual Merchandising Health, or VMH, is misdiagnosed or ignored completely by medical professionals, regardless of the signs.

Symptoms often include the inability to attract new business, loss of your ability to communicate effectively with customers and feelings of inadequacy in the marketplace.

But you don't have to suffer any longer. (beat)

Today there's ReStore.

A consistent ReStore regimen has been proven to increase your VMH levels significantly, and almost instantaneously.

CROSS FADE to graphic elements - voiceover continues.

DOCTOR (V.O.)

Suddenly you'll be able to THINK, CREATE and EXPERIENCE in ways you never thought possible.

Before long, you'll find yourself engaging with the best creative talent - building brand continuity, appreciating simplified project management and praising seamless implementation and support.

CROSS FADE back to doctor.

DOCTOR

And only ReStore provides you with a positive impact that continues long after the initial regimen is complete.

If your condition is left untreated, you may experience a severe drop in sales, migraines, unforeseen expenditures, dry mouth, and loss of feeling for those prospering in the market.

Don't wait any longer. Take control of your VMH levels today, with ReStore.

FADE OUT:

Dark blue background (PMS 294C) with VGS contact information in white, bold lettering.

DOCTOR (V.O.)

For additional treatment options and
money saving offers, contact VGS at
800-203-0301 or visit us at
vgsonline.com.

FADE IN on ReStore logo.