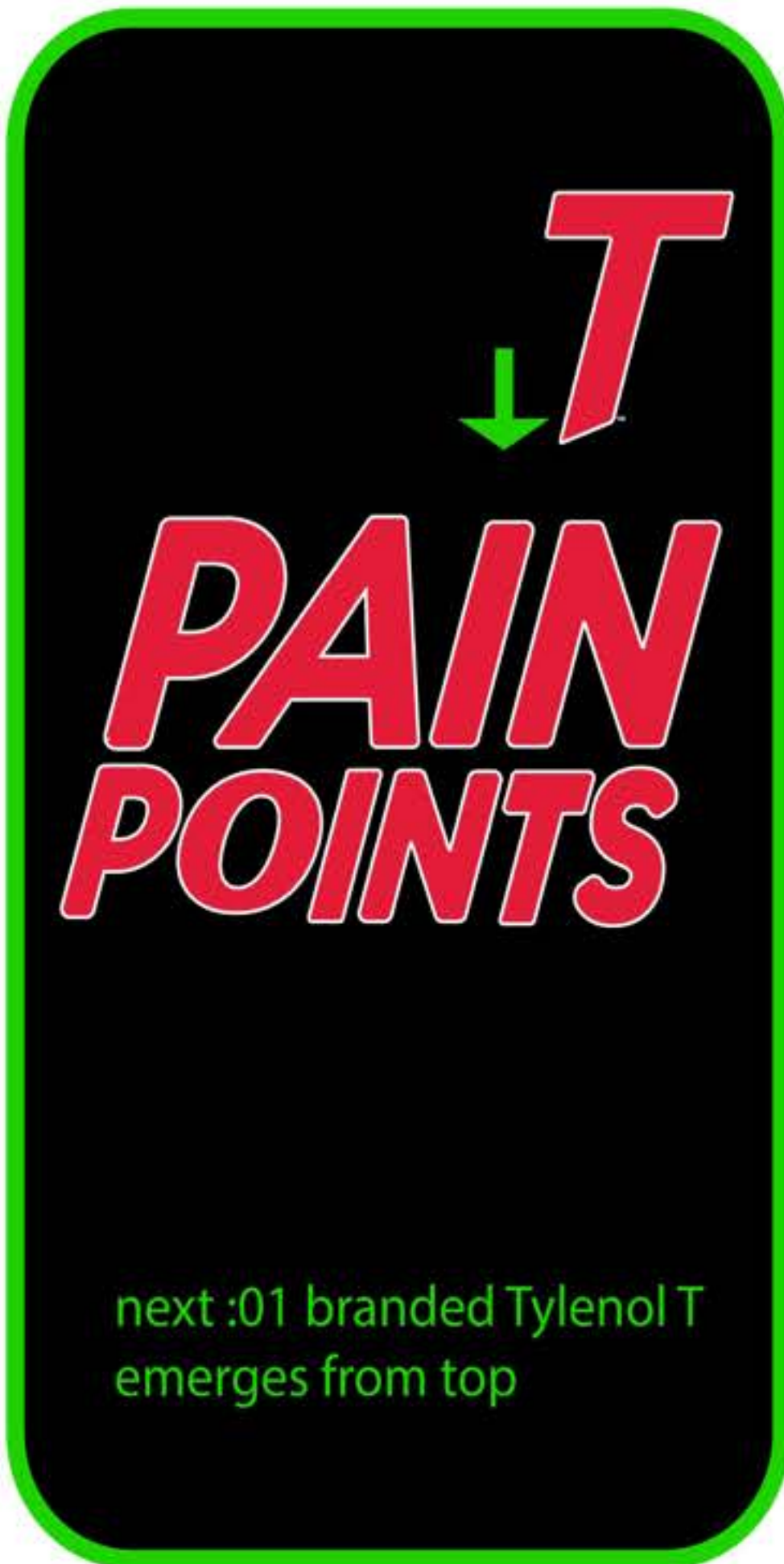


**PainPoints Logo 2300551**  
roughly 3 seconds animatic for socials



OPTION 1



RED BOX SLIDE IN FROM RIGHT



THEN THE WHITE TYPE COMES IN



FINAL FRAME



HERE IS THE TEXT WITH DROP SHADOW

OPTION 2



RED HUE OVERLAY COMING IN FROM TOP  
THE TYPE COMING FROM THE RIGHT

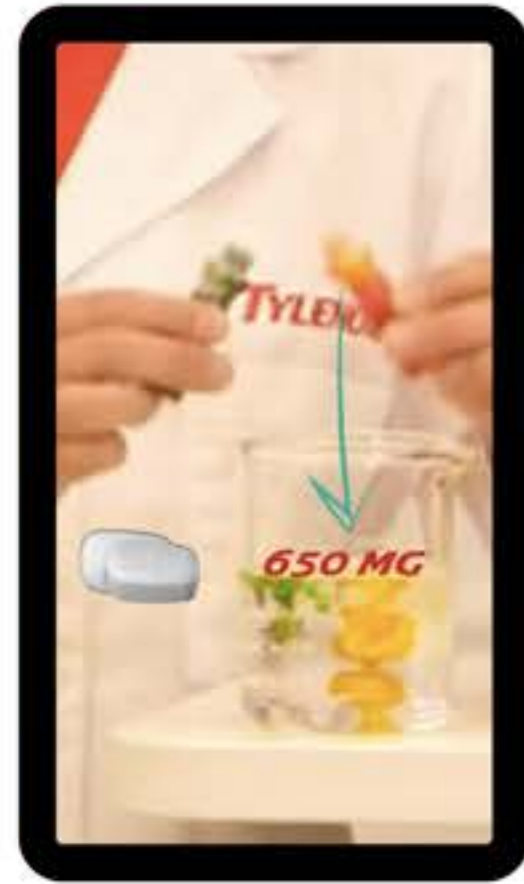


FINAL FRAME



WHITE TYPE LOCKED UP

# Platform Differentiation Storyboard



- tight in on Mike's hands and beaker  
 - open right on drops going in to water  
 - pill graphic to the side of beaker  
 - no VO dialogue  
 - relaxing, vibe-y trending sound\* plays  
 - "650 MG" comes down into beaker as coloring dissolves



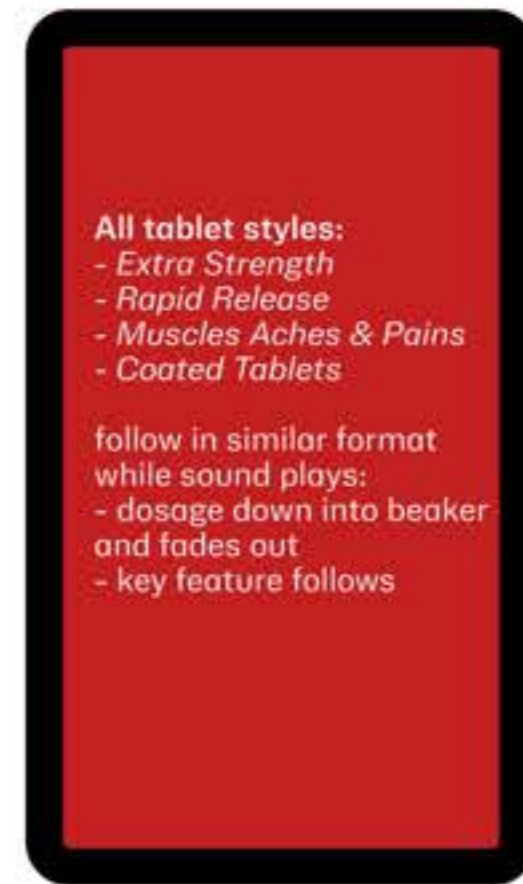
- 650 MG + pill graphic fade out with effect



- "UP TO 8 HRS ARTHRITIS PAIN RELIEF" comes down into beaker, fades out with effect as dissolve of coloring continues



- 5/7 seconds per product  
 (X6 products = ~35-42 seconds)  
 - 5 seconds on tagline for under 1 minute video



All tablet styles:  
 - Extra Strength  
 - Rapid Release  
 - Muscles Aches & Pains  
 - Coated Tablets

follow in similar format while sound plays:  
 - dosage down into beaker and fades out  
 - key feature follows

imagery for branded animation



- end on Dissolve Packs, text effect drops down, fades out



- tighter in on product box for dosage and "onto the tongue" line (footage will not be grainy)



- beaker flick and fly as "NO WATER NECESSARY" text comes in from side and follows beaker offscreen



- end on family of products shot  
 - possibly with cute tagline related to sound used, with related fade off effect



# Origin Story revision storyboard :08 - :16



replace Easy To Swallow box with Family product fullscreen shot



term pops up when said

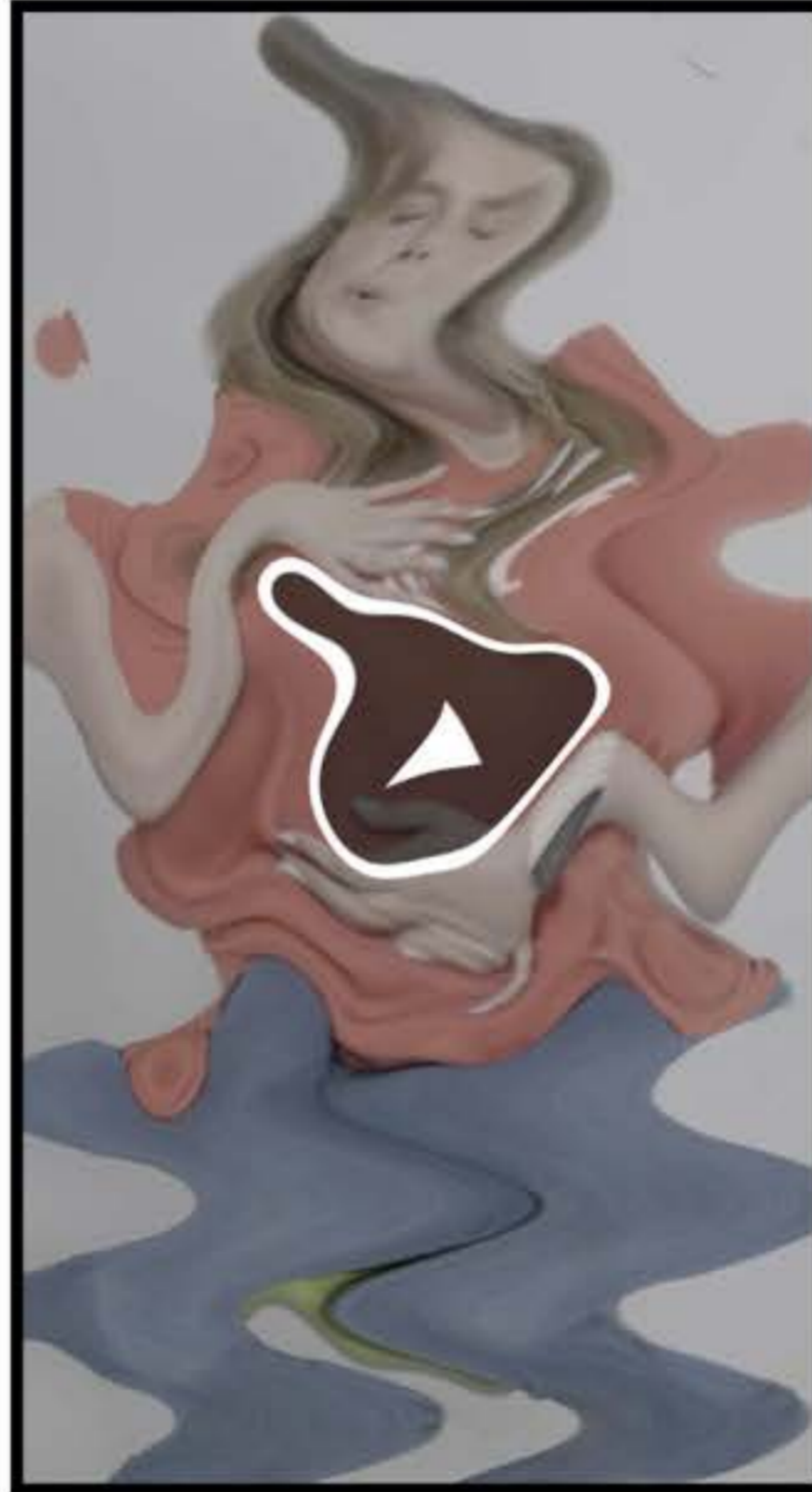


“shortened to Ty - lenol” extraneous chemical term fades out



term box folds in and disappears

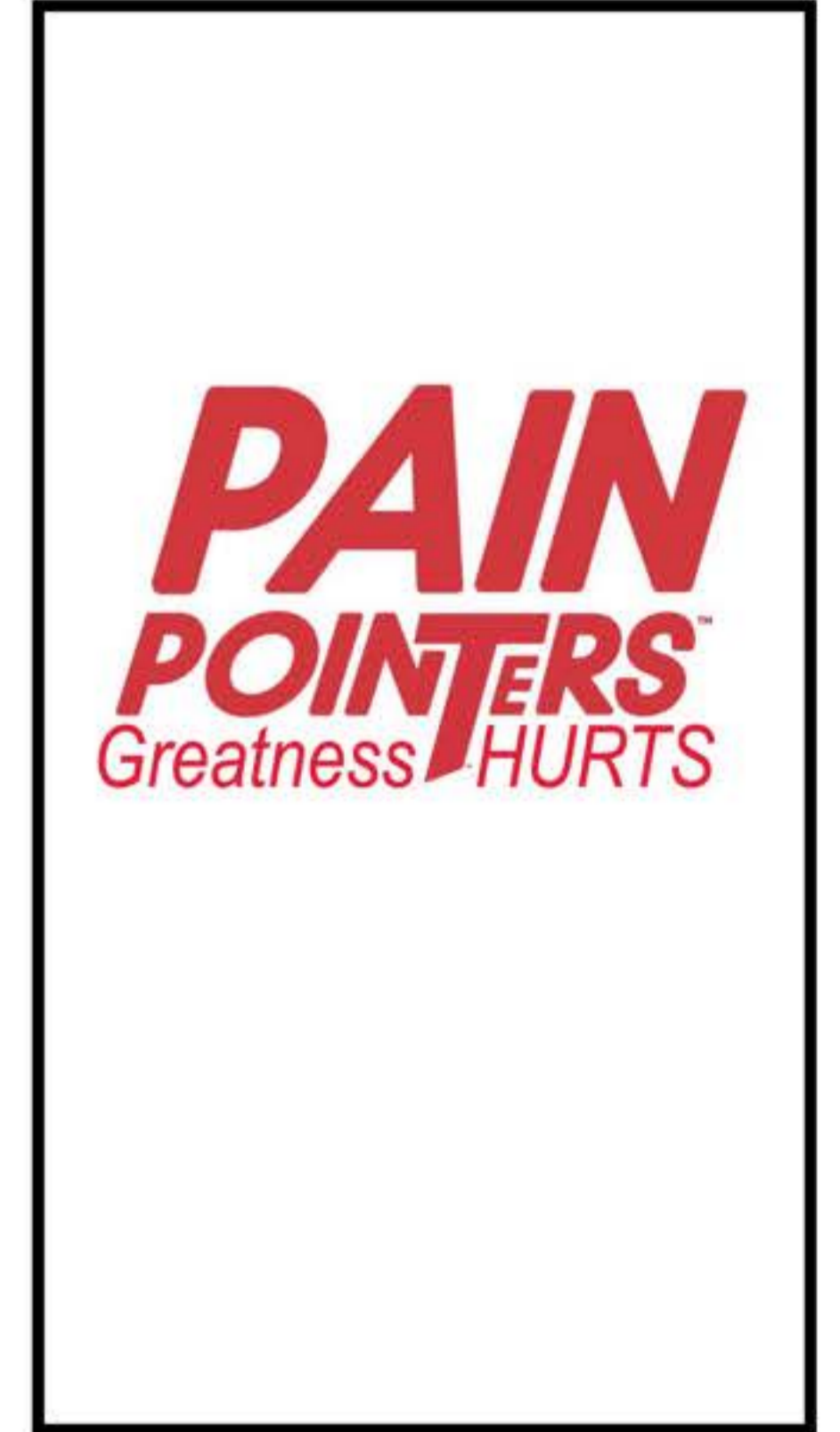
# Greatness Hurts 3A Mackenzie



*bring her in with a cool effect*



*find apropo tiktok soundbed  
post stat/article like with  
others?  
apply filters?*

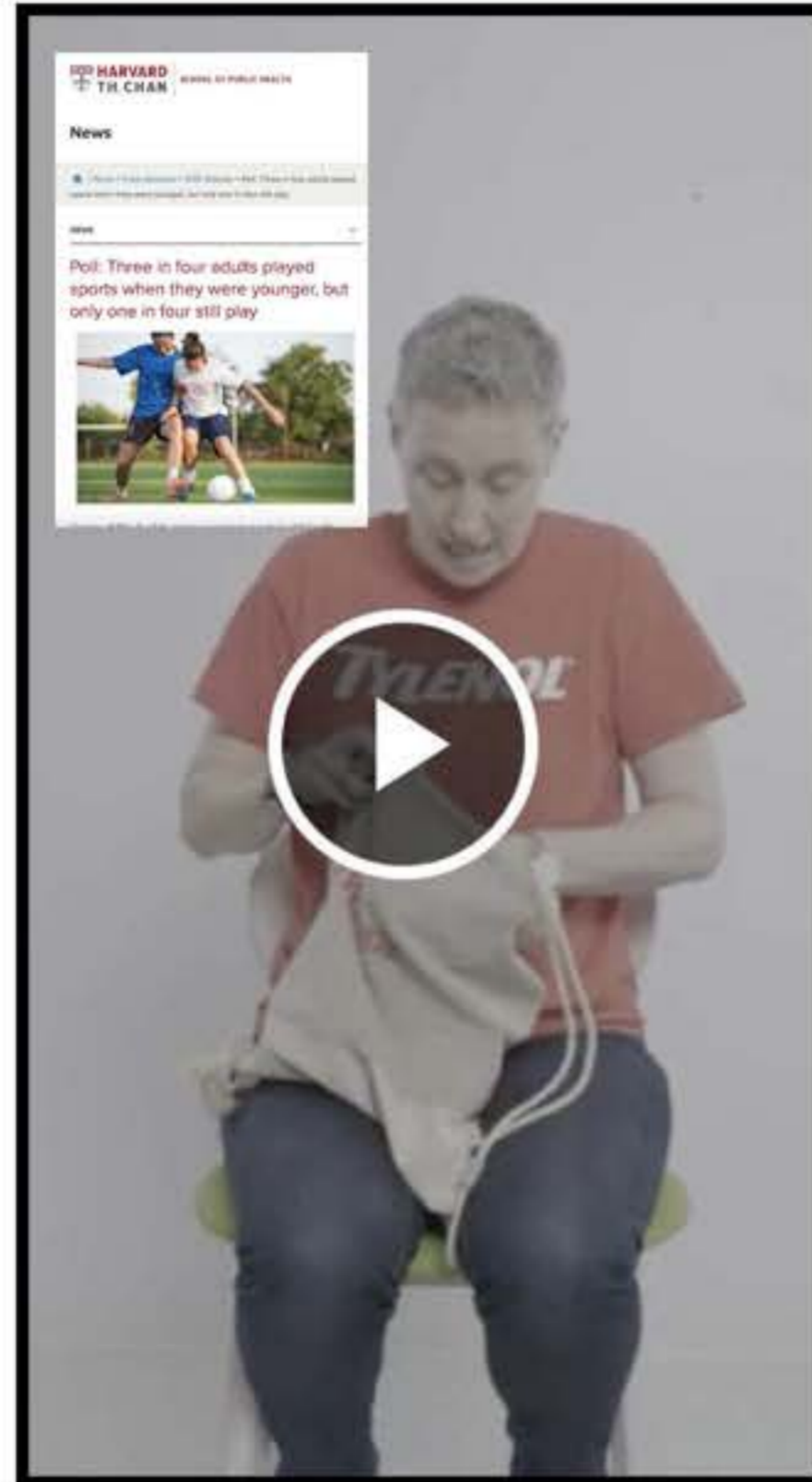


*slap on "Greatness" then  
"HURTS" around T after it  
lands (w/ sfx?) - this is  
reverse color but same idea wrt  
positioning*

# Greatness Hurts 3C Kerstin

*find apropo tiktok soundbed*

*HARVARD stat: <https://www.hsph.harvard.edu/news/press-releases/poll-many-adults-played-sports-when-young-but-few-still-play/>*



*up during 1:44 - 1:50  
this can be done in-app*



*slap on "Greatness" then  
"HURTS" around T after it  
lands (w/ sfx?) - this is  
reverse color but same idea wrt  
positioning*