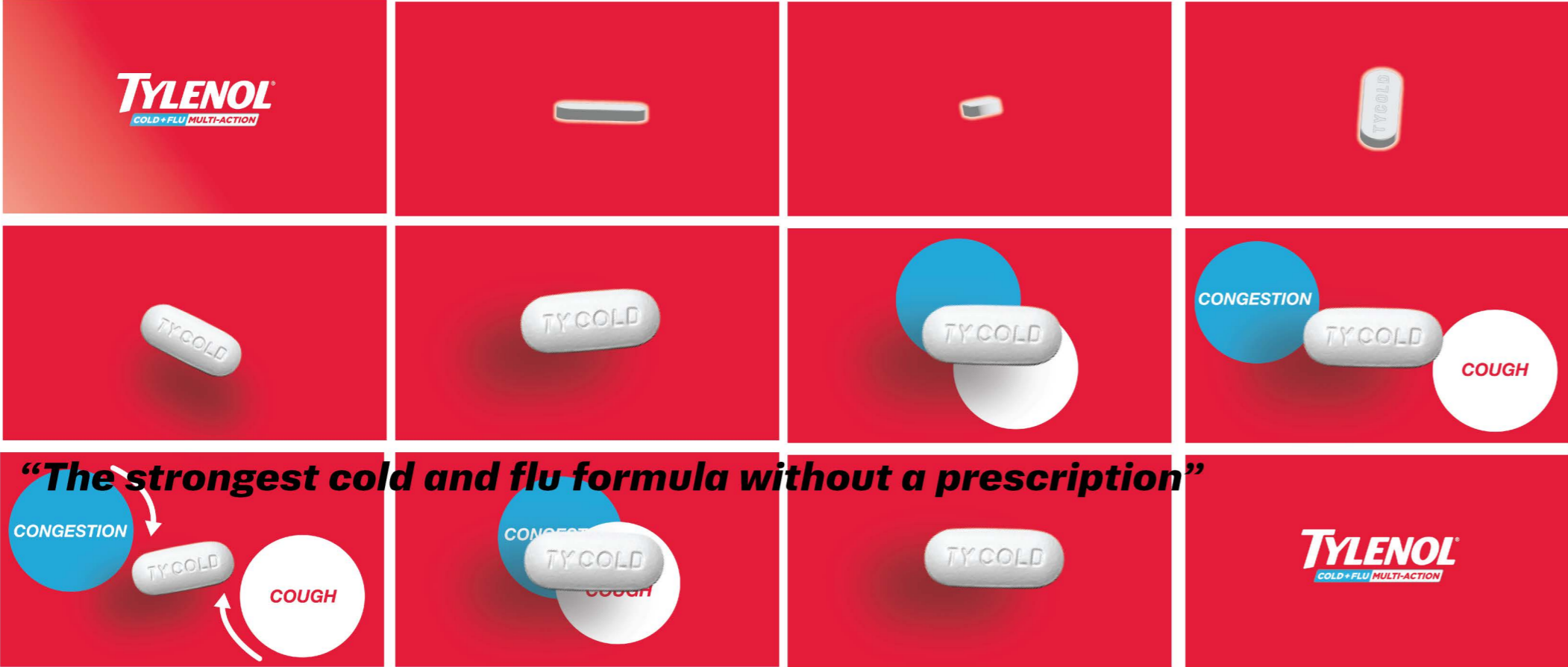
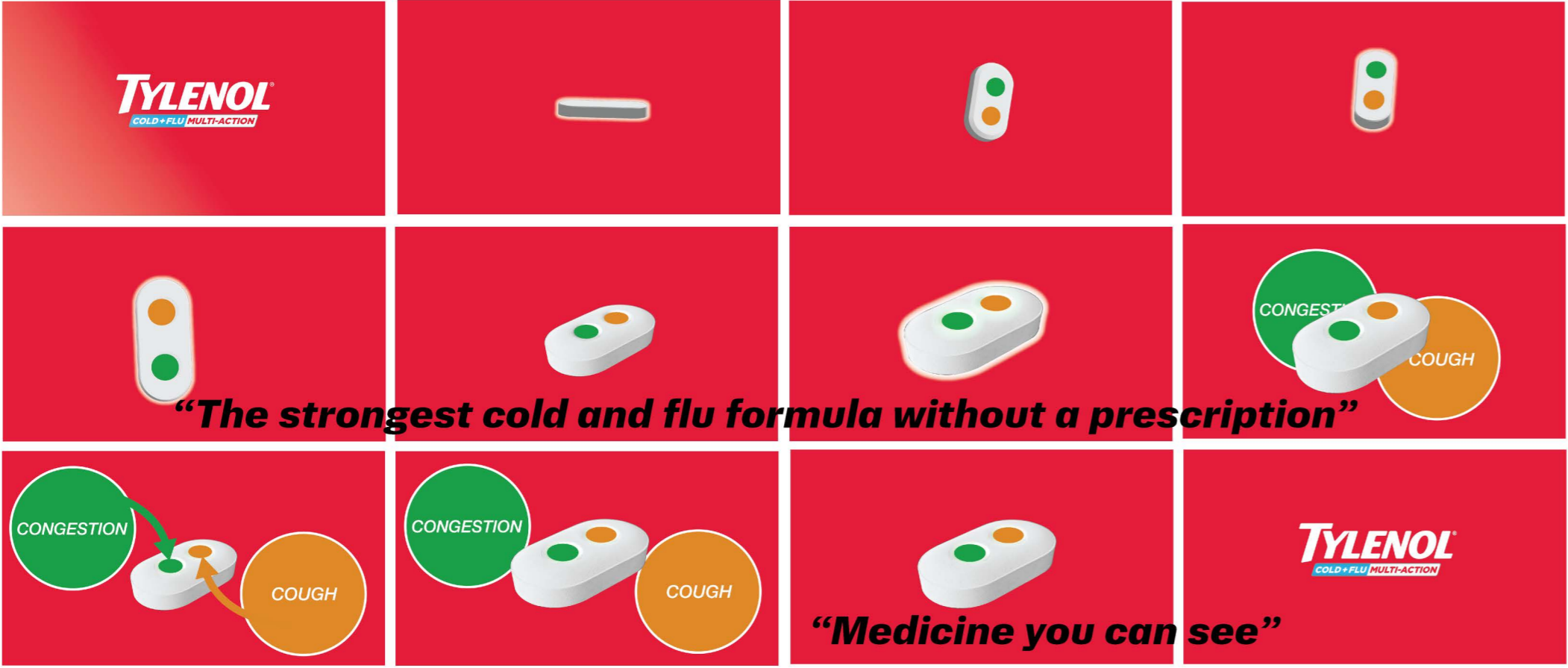


Demo 3: Tylenol Cold+Flu existing pill



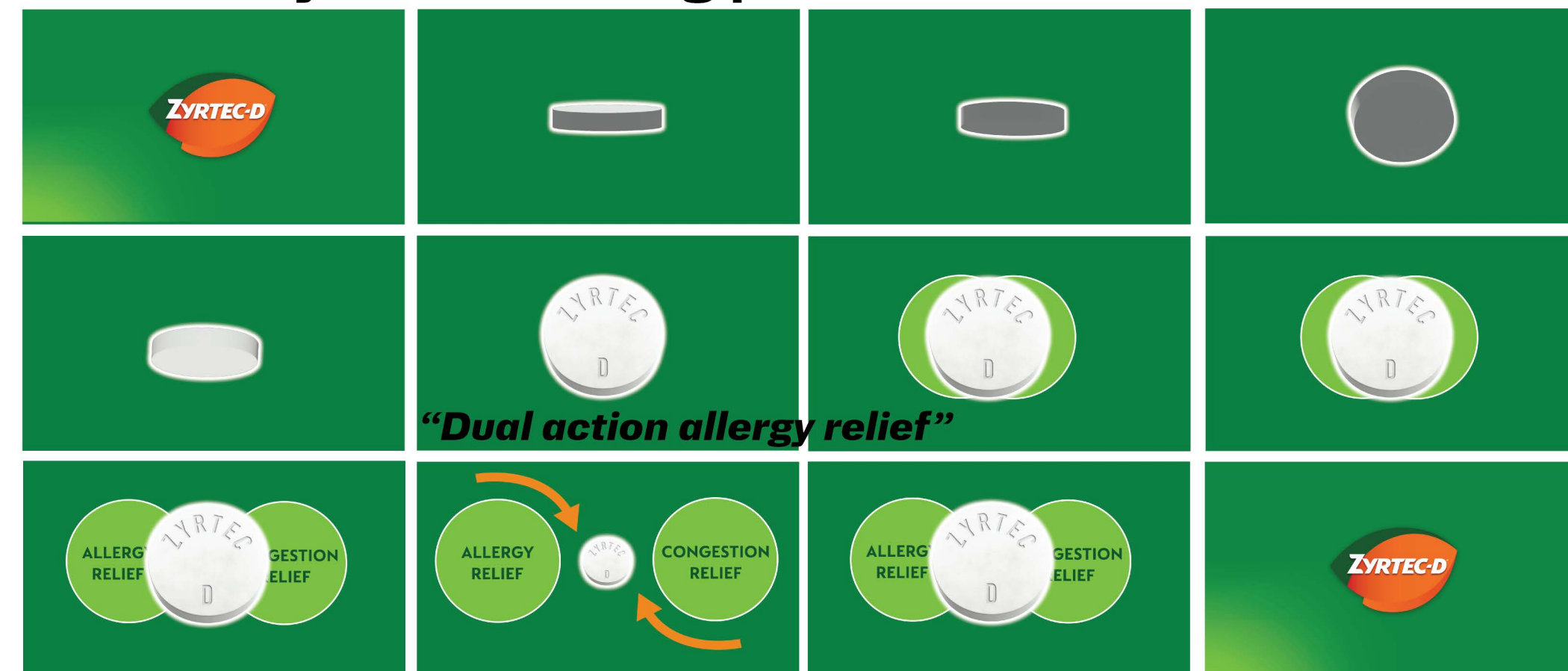
open on logo
 pill emerges on its horizontal edge
 pill flips around
 unfolds “CONGESTION” and “COUGH” buttons when front facing
 “The strongest cold and flu formula without a prescription” voiceover line
 each button has its own ‘pop-out’ moment with arrow animation
 buttons fold back behind pill
 fade back to logo

Demo 4: Tylenol Cold+Flu Gutenberg pill



open on logo
 pill emerges on its horizontal edge
 pill flips around so we see 2 medicine divots on either side
 unfolds “CONGESTION” and “COUGH” buttons when front facing
 “The strongest cold and flu formula without a prescription” voiceover line
 each button has its own ‘pop-out’ moment with arrow animation
 buttons fold back behind pill
 “Medicine you can see” voiceover line
 fade back to logo

Demo 1: ZyrtecD existing pill

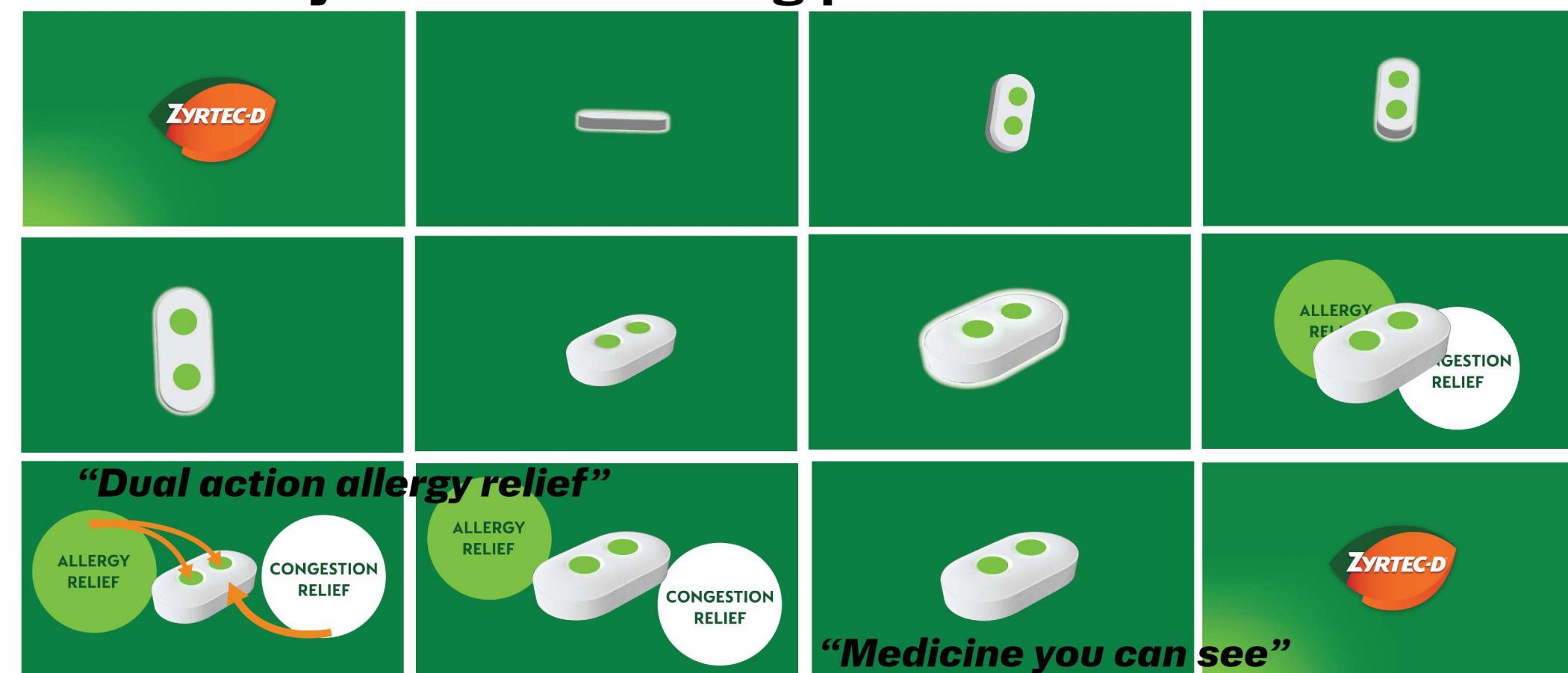


Based-on existing sequence:



open on logo
 pill emerges on its horizontal edge
 pill flips around
 unfolds “ALLERGY RELIEF” and “CONGESTION RELIEF” buttons when front facing
 “Dual action allergy relief” voiceover line
 each button has its own ‘pop-out’ moment with arrow animation
 buttons fold back behind pill
 fade back to logo

Demo 2: ZyrtecD Gutenberg pill



open on logo
 pill emerges on its horizontal edge
 pill flips around so we see 2 medicine divots on either side
 unfolds “ALLERGY RELIEF” and “CONGESTION RELIEF” buttons when front facing
 “Dual action allergy relief” voiceover line
 each button has its own ‘pop-out’ moment with arrow animation
 buttons fold back behind pill
 “Medicine you can see” voiceover line
 fade back to logo