

ReCoBrain Adverstisement Concept WIP

By

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iGEM Synthetic Biology
ReCoBrain - pictures of my mind

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1 LABORATORY SCENE

Set in front of a blue screen the Moderator appears that he is in a laboratory setting with lots of high tech equipment in the background. He is well dressed, and appears very authoritative.

FADE UP

FULL: MODERATOR IN LABORATORY

Moderator walks into frame and pauses, looking directly at the camera.

MODERATOR

Lets face it, there is simply not
enough hours in a day to fit it
all in.

CUT TO

MEDIUM:MODERATOR IN LABORATORY

Moderator seems concerned, looks up at appearing images then shakes his head in same of these situations.

MODERATOR

Multitasking just doesn't work,
and there is no more down time!

CUT TO

BEFORE GRAPHIC

3 images appear of people looking distressed doing every-day activities and multitasking. Image 1: women doing the dishes while trying to watch a movie. Image 2: a man running on the tred-mill while reading a book. Image 3: a man trying to build something while on the phone to his girlfriend.

(Voice Over)

MODERATOR

Thankfully the people at Synreco
Labs have finally come up with an
answer!

FADE UP TO

2 RECOBRAIN LOGO ANIMATION

FADE OUT TO

3 LABORATORY SCENE

CLOSE UP: MODERATOR

Moderator seems overjoyed

MODERATOR

ReCobrain is the latest scientific enhancement, which allows for you to get fit, organized and to get ahead of your chores... while you are sound asleep!

CUT TO

MONTAGE: Woman from image one doing dishes in her nightgown with headphones on, eyes closed, sound asleep. Man from image 2 running on the tred-mill in his house shoes, with headphones on, eyes closed. Man from scene 3 working with power tools effortlessly doing the same task, in his bathrobe, also with headphones on, eyes closed.
(voice over)

MODERATOR

So you can stop worrying about fitting time to going to the gym, doing your housework, or those other boring chores! Simply plug your music in and dose off! Think about all the time you are going to save, with this ultimate form of multitasking!

AFTER GRAPHIC

3 Images with logo. Image 1: woman is going out to dinner with her husband. Image 2: man is reading a book in a park. Image 3: man is in a park flying a kite with his kid.

MODERATOR

ReCobrain allows you to change time from what you have to do, to doing what you want to do! With just one minor procedure!

CUT TO

4 LABORATORY SCENE

PAN:MODERATOR IN CENTER OF SHOT

Moderator steps towards camera

(CONTINUED)

MODERATOR

ReCoBrain allows for a more
care-free, healthier, happier you.
Studies have shown users of
ReCoBrain have lower blood
pressure, and a reduced risk of
heart attack and lower
cholesterol!

CUT TO

5 MEDICAL FACILITY

WIDE:OF PATIENT IN DOCTORS EXAM ROOM CHAIR

He looks comfortable and happy, a Doctor walks into shot,
and comforts patient grabbing a syringe from his tray

CUT TO

EXTREME CLOSE UP: INJECTION OF RECOBRAIN

Syringe enters patients scalp and the whole procedure
seems harmless and carefree.
(voice over)

MODERATOR

ReCoBrain is just one simple
injection, which will allow you
to get on with the things you
love to do, and feel rested and
more relaxed.

CUT TO

6 LABORATORY SCENE

CLOSE UP:MODERATOR IN LAB

MODERATOR

But don't just take my word for
it!

CUT TO

7 PARK

Man from workshop outside in the park with his magazine

MAN1

Thank you *ReCoBrain*, now I have
more time outside!

CUT TO

8 SAUNA

Woman from gym is now relaxing outside with a glass of wine in a hot tub.

WOMEN 1

Finally more me time! Thank you
Recobrain.

CUT TO

9 LIVING ROOM

Man doing dishes is now on the sofa with his kids.

MAN 2

Thanks to the *Recobrain*
procedure, I can spend more
quality time with my kids instead
of doing chores!

(Voice Over)

CUT TO

10 AFTER FOOTAGE

Characters are now outside enjoying the things they can now do, that they have had their *Recobrain* procedure.

FEMALE ANNOUNCER

The most common side effect is sedation, but this often decreases or goes away in most people after their bodies get used to the procedure. Until you know how you will react to the *ReCobrain* procedure you should not drive or operate machinery. Walking, eating, driving, or engaging in other activities while asleep without remembering it the next day is a reported effect. Abnormal behaviors such as aggressiveness, agitation, hallucinations, and confusion may occur while under *ReCobrain's* influence. In depressed patients, worsening of depression including risk of suicide may occur. These risks may increase if you drink alcohol before going to sleep. The *ReCobrain* procedure is not recommended for use in pregnancy. Therefore, let your doctor know

(MORE)

(CONTINUED)

FEMALE ANNOUNCER (cont'd)
if you are nursing, pregnant, or
if you are planning to become
pregnant, or if you become
pregnant while you are using
Recobrain. Other common side
effects, include sleepiness,
memory impairment, impaired
speech, abnormal coordination
and/or muscle action, and reduced
sexual drive.

So ask your doctor if the
ReCoBrain Procedure is right for
you.

CUT TO

11 RECOBRAIN LOGO ANIMATION

FEMALE ANNOUNCER
ReCoBrain, for a fitter, more
organized, and relaxed you!

FADE TO BLACK

END.